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THE NATIONAL NEWSPAPER OF MARKETING

Massey-Ferguson Plans $10,000,000 Ad Budget for '62

Giant Farm Equipment Maker Discloses Plans at 2nd Annual Conference

CHICAGO, July 25—Massey-Ferguson Ltd., Toronto, one of the world's largest manufacturers of farm equipment, will invest about $10,000,000 in worldwide advertising next year.

This information and other data were disclosed to ADVERTISING AGE this week by John H. Shiner, vp of marketing, at the company's second worldwide advertising sales promotion conference. The four-day meeting, which was attended by M-F marketing, sales and advertising executives and representatives of their agencies from throughout the world, was held here in the offices of Needham, Louis & Brorby, which handles M-F advertising in Canada and the U.S.

■ Company and agency executives from North America, United Kingdom, Australia and West Germany made visual and verbal presentations of their advertising and marketing plans for 1962 during the four-day session, which was held last year for the first time in Paris.

"This annual meeting is very valuable for us because it gives each operational group a chance to tell all the rest of our people what they have been doing and what they plan to do in the way of promotion," one Massey-Ferguson executive told AA. "We get a lot of valuable information and plenty of good ideas from this meeting."

■ In discussing the $10,000,000 figure, Mr. Shiner pointed out that budgets will not be finally

(Continued on Page 75)

MAGAZINE TESTIMONIALS—*This four-color spread, featuring a photo of Ambassador Frederick H. Boland, president of the United Nations General Assembly, is one ad in the second-round series magazines will run to promote the medium (see story on Page 4).*

General Foods' Worldwide Ad Budget Hit $121,000,000 in '60, 10% Over '59

Record Sales Were Up 7% and Earnings 8½% in '60, Stockholders Are Told

NEW YORK, July 26—General Foods increased its worldwide advertising budget by 10% last year for a record expenditure of nearly $121,000,000.

Wayne C. Marks, president, reported this figure today before the company's annual meeting. "I want to underscore that these expenditures cover all the dollars we spend in all forms of consumer promotion to stimulate the separate sales of each of our some 250 individual product items which are sold under more than 30 major brand names," he said.

An additional $92,000,000 was spent for "expenses related to serving the grocery trade, exclusive of transportation and warehousing," Mr. Marks added.

■ For the fiscal year ended March 31, 1960, General Foods' domestic advertising was estimated by ADVERTISING AGE at about $103,000,000. Most of the $11,000,000 increase in 1961 came on the domestic front.

Sales and earnings set new records last year, with a 7% gain in sales to $1,160,000,000 and a $6,000,000 increase in net earnings to almost $67,000,000, an 8½% increase on earnings per share. The first quarter ended June 30 was the best first quarter in General Foods history, up more than 5% over fiscal 1961.

In reply to a stockholder question, Chairman Charles G. Mortimer said the expense of preparing color television commercials "is almost prohibitive" in terms of the present color tv audience. While General Foods has used color video in the past, it has no further plans until the number of sets in use is considerably enlarged, he said.

■ Mr. Marks reported that four new foreign businesses had been

(Continued on Page 74)

Car Makers, Agencies Gearing for '62 Models

Variety of Models, Sizes and Prices May Bewilder Poor Consumer

By Hugh Quinn

DETROIT, July 27—With the first 1962 passenger car announcement barely seven weeks away, the automobile advertising agencies are cleaning up the final details for their introduction campaigns.

By now most of the copy and layouts have received client approval, and the agencies are worried about such incidentals as getting plates to publications with early closing dates. The general campaign themes for the year have been worked out, and the fall and winter follow-up ads are in preparation.

And by the looks of things, the agency creative minds have been mulling over some new slogans and new approaches for 1962, which promises to be one of the most competitive years in automobile history. One bit of trial copy which, fortunately, already has been tossed into the wastebasket: "New for you in '62."

■ The American automobile industry will offer a variety of models, sizes and prices unheard of a few years ago. The public will be confronted with 29 different car lines, compared with 18 just five years ago, when the Edsel, De Soto, Packard and Studebaker still were on the market.

The public also will have a new size category to contend with, and car buyers will be hard pressed to distinguish between compact, luxury compact, senior compact, standard size, intermediate size, middle size, full size, etc.

Best definition of the new category is intermediate, with entries from Ford and Mercury (AA, March 6), Plymouth, Dodge and Chevrolet. These cars will have wheelbases of 110-116" and overall length of 200", give or take a few inches.

■ Plymouth and Dart are cutting down the size of their regular

(Continued on Page 82)

Burma Shave Moves $150,000 Account to R. Jack Scott

Bozell & Jacobs
Formerly had
What R. Jack Scott
Is pleased to add—
Burma Shave

MINNEAPOLIS, July 28—Burma-Vita Co., maker of Burma Shave, today moved its advertising account to R. Jack Scott Inc., Chicago. The switch is effective immediately.

The company, which has been a famous advertiser for many years with its rhyming messages on roadside signs, has been looking for an agency for several months. Burma-Vita talked with four or five other agencies before picking Scott.

■ A new spot television campaign has been set and will begin about Sept. 1. The company currently is considering whether to continue using the roadside signs.

Bozell & Jacobs, the former agency, handled the account for nearly nine years.

Billings were not disclosed, but trade sources estimated that the account bills about $150,000. #

Webber Gets Top Lever Ad Post as Schachte Joins Unilever Management

Schachte Becomes One of Few U.S. Execs to Get Top Post in Unilever

NEW YORK, July 27—Harold H. Webber, vp and director of Cowles Magazines & Broadcasting Inc., will join Lever Bros. on Aug. 15 as consumer relations vp, at which time Henry Schachte, exec vp and director, will move to Unilever Ltd., London, as a member of a three-man management committee in Unilever's marketing division.

Mr. Webber, 47, also will be a member of the soap company's marketing committee. He will supervise U.S. advertising, promotion, marketing research and public relations activities—all formerly under Mr. Schachte's jurisdiction. This is Lever's top advertising job.

Mr. Schachte, 48, with Lever since 1955, takes up his new post Aug. 31 and will work with Unilever and its European companies in handling advertising and marketing problems for the world's largest advertiser, with corporate expenditures estimated at more than $300,000,000.

■ His move is unusual, since Unilever has seldom switched a U.S. executive to a position of prominence with the parent company.

As marketing division committee member, Mr. Schachte will be at the top level of a $5 billion complex. Unilever is the world's largest soap company, yet soap accounts for only 17% of total business. It is the world's biggest dealer in margarine, edible oils and fats, but these form only another 16% of its business.

Unilever sells soap, tea (Lipton), operates shipping lines, de-

(Continued on Page 81)

Last Minute News Flashes

Wilson, Haight Gets All of United Aircraft

HARTFORD, July 28—United Aircraft Corp. will transfer all its institutional and product advertising to Wilson, Haight & Welch, effective Jan. 1. Wilson, Haight has had the Hamilton Standard and Norden divisions since the fall of 1959, when the account was moved from Lennen & Newell and split between Wilson, Haight and Campbell-Ewald, with C-E getting the Pratt & Whitney, Sikorsky aircraft and missile divisions of the account. These portions now go to Wilson, Haight, along with United Aircraft International, a wholly-owned subsidiary. The total account bills about $1,500,000-$2,000,000.

Schneider to Leave D&C; May Enter Film Field

NEW YORK, July 28—William H. Schneider, exec vp of Donahue & Coe, will leave the agency in October. Mr. Schneider, with the agency for 23 years, reportedly is close to a new venture in the motion picture field. Although he is widely known as a creative man in motion picture advertising, he also created advertising for and managed such D&C accounts as Gorham Sterling, Burlington Mills, and Schieffelin.

Grant in Canada Gets Dr. Pepper, Loses Timex

NEW YORK, July 28—Dr. Pepper Co. has appointed Grant Advertising to handle its Canadian advertising. The agency already handles U. S. advertising. Kenyon & Eckhardt has had the account since last fall; Dr. Pepper actually began selling in Canada about two months ago. Timex of Canada Ltd. has moved its account from Grant to Ronalds-Reynolds. Timex in Canada bills about $250,000.

(Additional News Flashes on Page 73)

Private Canadian TV Network Sets Initial Plans

Will Be First Private Network in Canada: CBC Has Been Sole Net So Far

MONTREAL, July 27—The first official announcement that a new Canadian tv network is ready to roll came this week when Bell Telephone Co. announced that it had signed an $11,000,000 contract to provide microwave facilities for Canadian Television Network Ltd.

CTV, the country's first nationwide private tv network, is headed by Spencer Caldwell, a pioneer in Canadian radio. Late this week, Ross McLean, a top producer for the government's Canadian Broadcasting Corp. network, moved over to CTV.

Announcement of the new network set Canadian admen to work preparing to go farther afield with their mushrooming commercial programs.

■ A Bell spokesman said the agreement has been signed by the eight major telephone systems belonging to the Trans-Canada Telephone System. Establishment of

the new television network would require additional equipment in some 130 of the relay stations operated by the telephone system.

The new network is expected to be carrying live programs between Montreal and Toronto within the next few weeks, and plans were already being made to televise the Big Four football opener in Montreal Aug. 11 for simultaneous viewing in Toronto and Ottawa. The Toronto-Vancouver section is scheduled to be operating by late 1962 and the Montreal-Halifax section by June, 1963.

■ Until the network is fully established, the contract calls for a reversible channel that would permit only alternate east-west and west-east transmissions.

When the additional equipment is installed in the relay stations, the Bell company said, television signals can be transmitted simultaneously in both directions.

Stations on the private network will be in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton, and Vancouver.

The CBC microwave system linking Montreal, Ottawa, and Toronto went into service May 14, 1953, and the system from Sydney, N. S., to Victoria was officially opened July 1, 1958. ≠

FCC Okays Buy of Kansas City Stations by MetroMedia Inc.

WASHINGTON, July 26—The Federal Communications Commission today authorized MetroMedia Inc. to buy Cook Broadcasting Co., Kansas City, for $10,250,000.

The transfer, the largest approved by FCC since Chairman Newton Minow took office, adds KMBC(am) and KMBC (tv) to the MetroMedia chain. Chairman Minow and Commissioner John Cross voted to hold a hearing.

Other FCC actions included:

• The "forfeiture" levied March 22 against KDWB, St. Paul, the Crowell-Collier station, for operating with more power and longer hours than authorized, was scaled down from $10,000 to $2,500. Chairman Minow dissented. FCC said it intends to levy more fines on appropriate occasions for rule violations in the future.

• Renewed for one year the license of WILD, Boston. FCC noted the station had been subjected to tax liens for failing to forward to the Internal Revenue Service payroll taxes collected from employes. FCC noted that new plans to improve the station's finances had been submitted.

• Renewed WAVA, Arlington, Va., for one year, "to afford licensee opportunity to demonstrate continued improvement of its programming and commercial policies and practices."

• Authorized A. S. Abell Co., WMAR-TV, Baltimore, to buy WBOC Inc., radio tv operator at Salisbury, Md., for $1,211,246. ≠

'Life' Gives New Posts to Buckhout, Dunn, Perine

Time Inc., New York, has made some changes among *Life* advertising personnel, and "the position of advertising director becomes vacant for the time being." The company promoted Clay Buckhout, a vp and advertising director of *Life* since 1948, to a corporate post; he will work directly with Andrew Heiskell, chairman of the board; James A. Linen, president; and Howard Black, senior vp.

The company also named James Dunn, advertising sales manager who retains his title, a senior executive. Ford Perine, assistant advertising director of *Life*, has been appointed associate advertising sales manager.

Goodyear Conflict for Y&R Brought Gulf to EWRR

Gulf Decision to Start National TBA Drive Made Agency Switch Necessary

PITTSBURGH, July 25—Gulf Oil Co.'s decision to use national advertising to promote its line of tires, batteries and anti-freeze products was the principal reason why Young & Rubicam lost Gulf's TBA division last week to Erwin Wasey, Ruthrauff & Ryan (AA, July 24).

Y&R has handled Gulf's TBA division, and also automobile tires for Goodyear Tire & Rubber Co., for many years. The accounts were not considered as conflicting because Gulf did no national advertising for its tires. Only co-op advertising with dealers was used for the TBA products.

When Gulf decided last March to undertake an aggressive brand name policy for its TBA products, Y&R was notified that Gulf would select a new agency. Rather than open the door to a number of agencies, the company quietly invited two of its current agencies—EWRR and Ketchum, MacLeod & Grove—to solicit the account.

■ The winning presentation to Gulf was made by an EWRR team composed of David B. Williams, president; F. R. Etchen Jr., exec vp and central regional general manager; F. L. Newmeyer and Robert Byars, vps and account group supervisors; Albert Tilt III, vp and executive assistant to Mr. Williams; Al Bishop, vp of marketing (Chicago), and Ted Eckhardt, vp of marketing (Pittsburgh); William Thunhurst, radio-tv director (Pittsburgh); and Ted Keady, Robert Dundas and Gordon Hill, account executives.

Gulf made it clear that the departure of the TBA account will represent only a small loss in billings for Y&R, which will continue to handle the lion's share of the Gulf account, including gasoline, oil and corporate advertising. Gulf declined to say how much the account has been billing, but said that the $2,500,000 reported by AA last week was "too high."

■ It is believed that Gulf initially

(Continued on Page 74)

HIDE-AN-AD—*A flap at the right of this insert, which will appear in the September McCall's, opens up to reveal how the House of Simmons' Fashionata hide-a-bed sofas look when opened out into a bed. McCann-Erickson is the agency.*

Cool Magic Bolsters Ad Schedule as It Expands Markets

MOUNT VERNON, N.Y., July 27—Continental Wax Corp. has been expanding its list of spot radio markets for Cool Magic, its new cold-water liquid wash concentrate.

The product was first introduced June 12 on two stations in Albany, N.Y., in schedules of 100 one-minute announcements per week per station. Since then, schedules varying between 40 and 100 spots per week have been added in Burlington, Vt., and Milwaukee, Madison, and Stevens Point, Wis. Between now and Sept. 11, spot runs will be started in Eau Claire, Wis., and Syracuse, Elmira, Utica, and Binghamton, N.Y.

■ Color newspaper ads will break in early August in Milwaukee, with more markets expected to be added later. Spot television also is tentatively planned.

Cool Magic is said to include a "self-sanitizing agent which controls odor-producing bacteria." Claims are that it is especially suitable for synthetics because it "prevents shrinkage, eliminates blocking, and contains a brightener and water softener." It comes in a 12-oz. plastic bottle which retails for 89¢.

Product Services Corp. is the agency. ≠

Time Inc. Income, Ad Revenues Are Down in 1st Half

NEW YORK, July 27—Net income of Time Inc. for the first six months of 1961 decreased to $5,232,000 from $6,814,400 in the same period last year.

Time corporate revenues for the first half were up $1,869,000 over 1959 to a total of $144,812,000, but "advertising revenues, which are included in the total figure, were down in 1961 from 1960, largely reflecting lower advertising volume for practically all Time Inc. publications and caused generally by adverse economic conditions." Net revenue totals were after all commissions and discounts.

■ Time added, however, that its magazines are in a "strong position," and although "advertising orders still lag behind the business recovery," a "more favorable climate" is expected.

Time's report said: *Life* circulation the first six months averaged 6,931,000, up 200,000 from the first half of 1960; *Time* reached 2,648,000, up 173,000; *Fortune* set a new rate base of 350,000 in July, up 20,000; and *Sports Illustrated*, "now third among magazines in number of consumer advertising pages (after *The New Yorker* and *Life*)" boosted its rate base to 1,000,000, effective in January.

Also, international editions of *Time* and *Life* have circulations in excess of 1,400,000, and the new Time Inc. book division expects to sell more than 3,000,000 books in 1961. ≠

David Crystal Sets 8-Page Ad

David Crystal Inc., New York, has scheduled an eight-page, three-color ad in the Sept. 1 *Vogue*. The theme will be "David Crystal's '61 Portfolio of Fashion." Eight dresses, one to a page, will be shown in a poster technique with the dresses sketched in b&w against a color background. Johnstone Inc., New York, is the agency.

GAC-TV Names Sharpe, Rush

Don W. Sharpe has been named to the new post of senior executive officer and president of GAC-TV, the tv arm of General Artists Corp., New York, a talent agency. Mr. Sharpe formerly had been a tv show packager in partnership with Warren Lewis. Herman Rush has been promoted from vp to senior vp in charge of television sales.

Florida Citrus Asks Agencies to Bid for Account

$3,100,000 Billing With B&B Since '55; 'New Strategy' Sought

LAKELAND, FLA., July 28—For the first time in six years, the Florida Citrus Commission will invite a selected group of advertising agencies to make presentations in September in connection with the state agency's $3,100,000 consumer account.

Announcement of this intention was made here today by Homer E. Hooks, general manager of the commission. Benton & Bowles, New York, has held the account since 1955 and will be among the "practicable number" of agencies expected to show their wares, according to Mr. Hooks.

■ More than a score of invitations have been mailed, Mr. Hooks said, to top, middle class, and small advertising agencies, asking if they would be interested in handling the account. Those showing an interest, Mr. Hooks said, will be sent a comprehensive questionnaire asking for a resume of their activities, billings, products now handled, and other pertinent information.

Mr. Hooks said that "Benton & Bowles has done a splendid job over the past six years," but the commission "feels it should look at some new ideas and copy strategy. The broad field of marketing is changing almost daily and our citrus crops are steadily getting bigger, and the commission feels it should reappraise its advertising to see that it is getting maximum mileage out of every advertising dollar spent."

■ A screening committee will look over the questionnaires, Mr. Hooks said, to decide which will be invited to make a presentation on Sept. 13 and 14. This committee will be composed of Key Scales Jr., chairman of the commission; Sam A. Banks, Lakeland, and Bruce W. Skinner, Dunedin, commission members, and staff members Frank D. Arn, director of advertising and merchandising; Hal S. Gardner, advertising manager, and Mr. Hooks. ≠

Hoffman Names Four Regional Representatives

Hoffman Publications, New York, has appointed the following regional representatives: Browning Co., Temple, Tex., and Dallas, representing *Building Specialties & Home Improvement Dealer, Swimming Pool Age, Shipping Management, Swimming Pool Weekly* and *American Recreation Journal* in Texas, Oklahoma and Arkansas; William F. Mills, North Hollywood, representing *Swimming Pool Weekly* in California; Prendergast-Minehan, Chicago, representing *Swimming Pool Weekly, American Recreation Journal* and *American Recreation Annual* in Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin, western Pennsylvania, western New York and parts of Kentucky; and John E. Boisseau Co., New York, representing *American Recreation Journal, American Recreation Annual* and *Swimming Pool Weekly* in the New England and eastern states.

Edwards Joins de Garmo

William Edwards, formerly with Don Kemper Co., has joined the copy staff of de Garmo Inc., New York.

Highlights of This Week's Issue

Bristol-Myers Co. will use spot television, newspaper, radio and magazines to introduce its new sodium fluoride toothpaste, Ipana with Hexa-Fluoride **Page 3**

Advertising Publications names S. R. Bernstein exec vp and general manager. **Page 4**

Knapp Advertising Co. purchases assets of Naegele Advertising Co. **Page 4**

In a major reorganization move, Chesebrough-Pond's Inc. will set up two separate domestic marketing divisions —cosmetics and proprietaries-toiletries —effective Jan. 1 **Page 8**

Simonix Co. appoints Max G. Kocour director of advertising, succeeding John M. Tyson Jr. who has been elected a vp of the company and vp of sales **Page 10**

National Football League asks the U. S. district court to suspend until Dec. 31 its ruling invalidating the league's $9,300,000 television contract with CBS **Page 24**

Justice Department, Buffalo, in a surprise move, proposes a plan to allow Greater Buffalo Press Inc. to open its new printing plant at Sylacauga, Ala., to bolster that city's economy **Page 28**

Mead, Johnson & Co. and Warner-Lambert Pharmaceutical Co. compete for controlling interest in British Drug Houses **Page 30**

Pocket Books will launch Cookbook of the Month, a publication for supermarket distribution which will carry ads, in January **Page 31**

General Motors of Canada withdraws sponsorship of the Canadian Broadcasting Corp.'s Sunday television drama hour. **Page 36**

Street & Finney acquires Harvey Massengale Co. of Atlanta, and will operate the agency under the same name as a division of the parent company. **Page 39**

Four outdoor advertising operators—General Outdoor Advertising Co., United Advertising, O'Mealia Advertising and Disosway & Fisher—join forces in the New York market to form Metropolitan Outdoor Group **Page 45**

McGraw-Hill Publishing Co. plans to combine Industria with International Management and launch three editions of the new magazine, one of which will be produced in Brazil **Page 54**

Bristol Laboratories adopts program which it says will prevent the improper use and waste of free drug samples **Page 55**

Nation's teen agers name General Electric their favorite company for the sixth consecutive year **Page 56**

Advertising & Sales Promotion lists nine factors buyers should consider before purchasing addressing equipment **Page 60**

Motorola Corp., defines advertising policies of the company **Page 63**

Sixty-two radio stations sign up for the Miss Teen Age America promotion. **Page 71**

FIGURES TO FILE

Farm Linage	Page 53
Network Radio's Top Advertisers	Page 56
Nielsen Network TV	Page 56
TvQ Rating Leaders	Page 56
How Opinion Leaders Rank TV Ads Now and Two Years Ago	Page 76

REGULAR FEATURES

Advertisers in This Issue	80
Advertising Market Place	78
Agencies Ask Us	69
Along the Media Path	69
Coming Conventions	72
Creative Man's Corner	66
Editorials	16
Farm Publications Linage	53
Getting Personal	22
Information for Advertisers	37
Learning from Retail Ads	68
Obituaries	56
On the Merchandising Front	69
Peeled Eye Dept.	70
Photographic Review	34
Rough Proofs	16
Salesense in Ads	70
This Week in Washington	79
Versatile Adman	26
Voice of the Advertiser	48
What They're Saying	16

Martineau Says Obsolescence Results in Quality

'Trib' Researcher Feels Social Critics Appeal to Outdated Mores, Customs

ZURICH, SWITZERLAND, July 25—Striking back at charges that the American business community is guilty of planned obsolescence, deliberate waste-making, and unscrupulous manipulation of the consuming public through advertising, Pierre Martineau, director of research and marketing of the *Chicago Tribune*, today accused social critics of appealing to outdated mores and customs.

His remarks came in a speech delivered to the 10th international conference of the Green Meadow Foundation here during a two-day series of speeches and discussions on "Planned Waste as an Economic Philosophy."

Mr. Martineau said that the accusations "all rest on value judgments supported by a few anecdotes" and "are not supported by any objective scientific data in the true sense at all."

After dismissing criticisms accusing American automobile manufacturers of "foisting on a gullible public a ridiculous product with unnecessarily high horsepower, huge size and huge tail fins, with gaudy chrominum decorations and silly interior trappings," as being distortions, Mr. Martineau

(Continued on Page 58)

McGraw-Hill Shifts Lanier, La Bonte Persson to New Jobs

NEW YORK, July 28—McGraw-Hill today announced some personnel shifts:

• **William D. Lanier Jr.,** who was named assistant vp and assistant director of advertising sales on July 1, has now been named advertising sales manager of *Product Engineering*.

• **Walter Persson,** company promotion manager since 1956, has been moved to *Product Engineering* as manager of marketing services.

• **Richard H. La Bonte,** promotion manager of *Business Week* since 1955, has been named director of promotion of McGraw-Hill's publications division.

■ Mr. Lanier succeeds Lloyd R. Lawrence, who resigned to become vp of Colgate University. Mr. Persson switches to a newly-created post. Mr. La Bonte succeeds Mr. Persson. No successor has yet been named to Mr. La Bonte's position with *Business Week*.

Mr. Lanier, an Annapolis graduate, was a Navy flier in World War II. He resigned his commission as a lieutenant commander in 1946 and in 1947 joined McGraw-Hill in *Aviation Week's* market research and promotion department.

He moved to Los Angeles in 1948 as a multi-publication salesman. After holding a similar post in Atlanta, he was named southeastern division manager in 1956. The following year he became director of advertising sales, a position he held until July 1. #

Ratke, Caine Convicted of Fraud in Detroit 'Turbo-jet Converter' Case

Promoters Face Possible Jail Terms of 55 Years or Fines Totaling $11,000

DETROIT, July 26—Promoters David L. Ratke and Monroe Caine face jail terms of up to 55 years or fines of up to $11,000 following conviction in federal court here on 11 counts of mail fraud and false advertising.

Assistant U.S. Attorney Robert E. De Mascio said the pair will be sentenced in about three weeks, pending a probation report. He said they could get terms of five years or fines of $1,000 on each of the 11 counts, and the terms could run either concurrently or consecutively.

■ Attorneys for the two men, meanwhile, have filed a motion for either acquittal or a new trial. The two were convicted in a July 13 jury trial before Judge Frank A. Picard. Two associates, Louis Wolf and Abraham Wolf, were acquitted.

Mr. De Mascio told ADVERTISING AGE that disposition of the Detroit case probably will speed another false advertising case against the two men in a New York federal court. The New York case (AA, Aug. 24, '59) involves promotion of a battery additive, a skin food, and a pocket radio. He said this case probably will go to the jury "very soon."

■ The four were indicted here Nov. 11, 1959, on charges of falsely promoting a device known as

(Continued on Page 81)

Leighten Named Publisher of 'MMH'

BOSTON, July 27—Cahners Publishing Co. has appointed Edward H. Leighten publisher of *Modern Materials Handling*, succeeding Sears L. Hallett, who two weeks ago was named publisher of Cahners' *Practical Builder* (AA, July 17).

Mr. Leighten will continue in his present position as regional manager of the Cleveland sales area until a successor is chosen. Miles J. Rowan, previously managing editor of *Modern Materials Handling*, has been named editor and assistant publisher. #

FUNCTIONAL—*Republic Aviation, Farmingdale, L.I., is running this ad in 15 publications, emphasizing that "space is not something to be conquered, but to be used . . ." The agency is de Garmo Inc., New York.*

Frigidaire Division of General Motors Corporation Announces

15-YEAR LIFETIME TEST

for 1962 Frigidaire Automatic Washers

EXCLUSIVE

FRIGIDAIRE

MAKERS OF RELIABLE APPLIANCES

LONG TEST—*Initial ad for the 1962 line of Frigidaire division of General Motors, Dayton, concerns an accelerated test of the automatic washers, simulating 15 years of wear. The ad, running 2,100 lines in 40 markets and 1,500 lines in 40 additional markets, was placed by Dancer-Fitzgerald-Sample, New York.*

Ipana Bows with Fluoride in Wake of Crest Success

NEW YORK, July 27—Bristol-Myers Co. has a new sodium fluoride toothpaste, Ipana with Hexa-Fluoride, and will break a major ad campaign early next month using spot television, newspapers, radio, and a magazine schedule including *Life*, *Look*, *Reader's Digest*, and *The Saturday Evening Post*.

Bristol-Myers is the second major dentifrice company to bring out a sodium fluoride product. It was just a year ago (Aug. 1), that Procter & Gamble Co. announced the recognition of its Crest toothpaste by the American Dental Assn. as a decay-preventive. Since then, Crest sales are believed to have doubled.

According to ADA, Bristol-Myers has not submitted the new Ipana for its approval.

■ The new Ipana contains Hexachlorophene, a present Ipana ingredient, in addition to sodium fluoride, and the company reports the product is effective in destroying decay bacteria and in strengthening tooth enamel.

Present distribution for the new Ipana is east of the Rockies. Details of the promotion plans were not available. Doherty, Clifford, Steers & Shenfield is the agency.

Florida Sales Plan Formed

Florida Sales Plan Inc., Miami, has been organized to sell general advertising for the *Miami Herald*, *St. Petersburg Times* and *Orlando Sentinel-Star*. The group will promote itself as Florida Golden Markets. Irwin Simpson, *St. Petersburg Times*, is president of the group. Story, Brooks & Finley will represent the group.

Newsprint Consumption Down

Total estimated U.S. newsprint consumption for the first six months of 1961 dropped to 3,594,113 tons, compared with 3,689,451 tons in the same period last year, according to figures released by the American Newspaper Publishers Assn. The June figure was 595,359 tons as against 615,883 tons in June, 1960.

Magazine Skirmish . . .

MacNeal Says 'McCall's' Financial Statement 'Misleading' on Profits

(See editorial on Page 16.)

PHILADELPHIA, July 26—*McCall's* financial position is reviewed by Robert E. MacNeal, president of Curtis Publishing Co., publisher of *Ladies' Home Journal*, in his latest statement on the scrimmage that developed after *McCall's* announced it would deliver a circulation "bonus" of 1,000,000 over its rate base of 7,000,000 (AA, July 17, 24).

Calling a recent statement by *McCall's* "misleading," Mr. MacNeal said, "If '*McCall's* financial position speaks for itself,' it must be the McCall Corp. because no profit data is published for *McCall's* magazine."

The McCall Corp. 1960 annual report shows income increased by $15,249,843, and a gross ad revenue increase of $11,281,951 for *McCall's*, but "*profits* are a very different story in spite of the fact that the Pattern division 'enjoyed the greatest sales volume in its history' and that '*Redbook* registered gains'," the Curtis president said.

He said McCall's commercial printing division printed 1 billion magazines last year, compared to 758,000,000 the previous year, and commented: "This gives a good indication of where McCall profits come from, especially since these customers were charged extra for bleed printing while it was being offered free to *McCall's* advertisers."

■ Wondering what happened to the extra income of $15,250,000, Mr. MacNeal said: "Something mighty sad, because their profits before federal income tax rose less than $17,000." He said that without $636,933 interest on a tax refund that was included in the 1960 income, profits before tax would actually have been "well below" 1959.

And now that "they plan to give away an extra 1,000,000 copies per issue, which would cost about $3,500,000 a year to manufacture and deliver, let alone sell, how can they make a 'profit' without extending their 'dedication to imaginative publishing' to their accounting department?"

■ Disputing *McCall's* statement that its growth has nothing to do with absorbing subscriptions of defunct magazines (Curtis added *Coronet's* list), Mr. MacNeal cited Audit Bureau of Circulations figures showing that *McCall's* added 899,383 subscriptions transferred from *Woman's Home Companion* in 1957, 95,247 more in 1958, 32,995 in 1959, and 9,639 in 1960.

"In fact, an average of 57,903 copies of *McCall's* during the first three months of 1961 were actually transfers from *Woman's Home Companion*, which went out of business late in 1956. How defunct can you be? There is nothing wrong with this circulation except the fact that in making hoity-toity remarks about defunct magazines, methinks the lady protests her virtue overmuch."

■ A claim by *McCall's* that its

(Continued on Page 81)

Maxwell House Returns to Spot TV After Brief Absence

NEW YORK, July 27—After a brief fling at playing hard to get, Instant Maxwell House coffee has decided to return to its true love—spot television.

Out of the medium since the end of June (AA, June 26), the big spot tv spender will reinstate 52-week orders in a large number of markets about the end of August or the beginning of September. Station identification breaks, 20-second and minute commercials will be used. Benton & Bowles, agency for Instant Maxwell House, indicated that 30s and 40s may also be added where they seem feasible, and if the price is right.

■ In an intra-agency memo circulated last month, Lee Rich, B&B's senior vp in charge of media and programming, expressed reservations about the future flexibility of IDs in the new era of the 40-second station break period. This was followed by Instant Maxwell House's pull-out from the medium where it spends about $4,200,000 annually. Some observers felt at the time that the brand might just be throwing its weight around to win the most favorable availabilities.

A summer network tv schedule has been running on "Rawhide" and the "Danny Thomas Show," both on CBS. #

Miller Hits MacNeal's 'Petulant Outburst'

NEW YORK, July 26—Comments on *McCall's* from Robert E. MacNeal, president of Curtis Publishing Co., drew this reply from A. Edward Miller, publisher of *McCall's*:

"The McCall Corp. concluded its first six months of 1961 with a higher profit than for the same period a year ago.

"*McCall's* magazine will have a circulation of 8,000,000 in December and thereafter. *McCall's* will achieve this circulation by using methods which we and others have traditionally used to acquire circulation. If the *Ladies' Home Journal* chooses not to expand circulation, it is their privilege. It certainly does not call for petulant outbursts against the magazine which can achieve this circulation."

Cleveland About Equally Divided on 'Untouchables'

WEWS Urges Viewers to State Views on Dropping of Controversial TV Show

CLEVELAND, July 26—Television Station WEWS is being criticized and praised, in about equal proportion, for having removed "The Untouchables" from the screen in the home town of the hero, Eliot Ness (AA, July 17).

"We've received quite a bit of mail," said Don Perris, assistant general manager of WEWS, "but we haven't gone all the way through it yet. We'll wait until we have looked it over before commenting on that."

However, a few nights ago, when WEWS substituted the Chicago Symphony at the 9:30 p.m. time of "The Untouchables," the station, according to Mr. Perris, received 165 telephone calls from persons who were angry because "The Untouchables" had been re-

(Continued on Page 59)

Magazine Promotion Group Seeks JFK's Testimonial in Ad

(Picture on Page 1)

NEW YORK, July 26—It looks as if the second phase of the magazine industry campaign—whose subdued and editorially-flavored spreads have featured some pretty big names—might snare President John F. Kennedy for a testimonial.

That was the indication today as Paul Foley, exec vp of McCann-Erickson, told the Magazine Promotion Group, McCann's client, that such an ad has been okayed by the White House, but was awaiting "approval on a statement from the President."

The ad would join three others, already prepared, which follow the industry's pattern of eliciting testimonials on "the magazine's role in America" from "people who are above suspicion in terms of endorsement for gain or publicity." They include Frederick H. Boland, president of the United Nations General Assembly; Dean Rusk, Secretary of State; and Dr. James R. Killian Jr., chairman of the President's foreign intelligence advisory board.

■ They will follow names like former President Eisenhower, Henry Cabot Lodge, Helen Keller, and Philip Wylie, who grace earlier spreads. Said Mr. Foley: "I'd hate to be the editor of a magazine who would have to send a rejection slip to people such as this."

The three ads, which also will be offered free in three sizes to magazines, borrowed a display line from the current $175,000 promotion in newspapers of the Magazine Advertising Bureau: "Magazines give people ideas." According to Mr. Foley, the first leg of the campaign was run by about a dozen magazines, and the page-rate volume totaled around $1,000,000.

Under McCann's arrangement with the magazine men, the agency gets no remuneration for creating, coordinating, and producing the advertising. It simply receives 15% of the one-time page rate from participating magazines, which would make McCann's gross profit on the 1960 push something like $150,000, Mr. Foley said. #

Ryan Joins WRC-TV

Edward F. Ryan has been appointed manager, advertising and promotion, of WRC-TV, Washington. He will report to WRC-TV's director of sales, Thomas Paro. Mr. Ryan recently has been promotion manager of WHTN-TV, Huntington, W. Va.

WAST Names Peters, Griffin

WAST, Albany-Schenectady-Troy, N. Y., formerly handled by H-R Television, has appointed Peters, Griffin, Woodward its national representative.

S. R. Bernstein C. B. Groomes

Advertising Publications Names Bernstein General Manager; C. B. Groomes to Retire

CHICAGO, July 27—S. R. Bernstein, vp of Advertising Publications Inc. and editorial director of its three publications—*Advertising Age*, *Advertising & Sales Promotion* and *Industrial Marketing*—has been elected exec vp and general manager of the publishing company.

Mr. Bernstein will continue to direct editorial activities of the company, but also will broaden the scope of his activities to embrace additional management areas.

C. B. Groomes, business manager and treasurer of Advertising Publications, will retire at the end of the year, after 20 years with the company, first as manager of the New York office and later as treasurer and business manager in Chicago. #

Niles Productions Changes Name; Forms Plans Board

Fred A. Niles Productions, Chicago and Hollywood, will change its name Aug. 1 to Fred Niles Communications Centers of Chicago and Hollywood. Niles reports an expansion program has increased the company's activities outside the area of film production.

Niles also has set up a plans board to help develop large scale business programs. Plans board members include Norman C. Lindquist, sales vp; Len Owen, vp of the marketing division; Barrie O'Daniels, vp in charge of business theater; and William E. Harder, production vp.

Magnavox Names Biddle

Magnavox Co., Fort Wayne, has named Biddle Co., Bloomington, Illl., to handle advertising for its new industrial division, part of its larger government and industrial division. Products will include electronic data processing, communications, and medical electronics equipment and systems. Robert Haas Advertising, Chicago, does financial and government advertising for Magnavox; McCann-Erickson is the consumer agency.

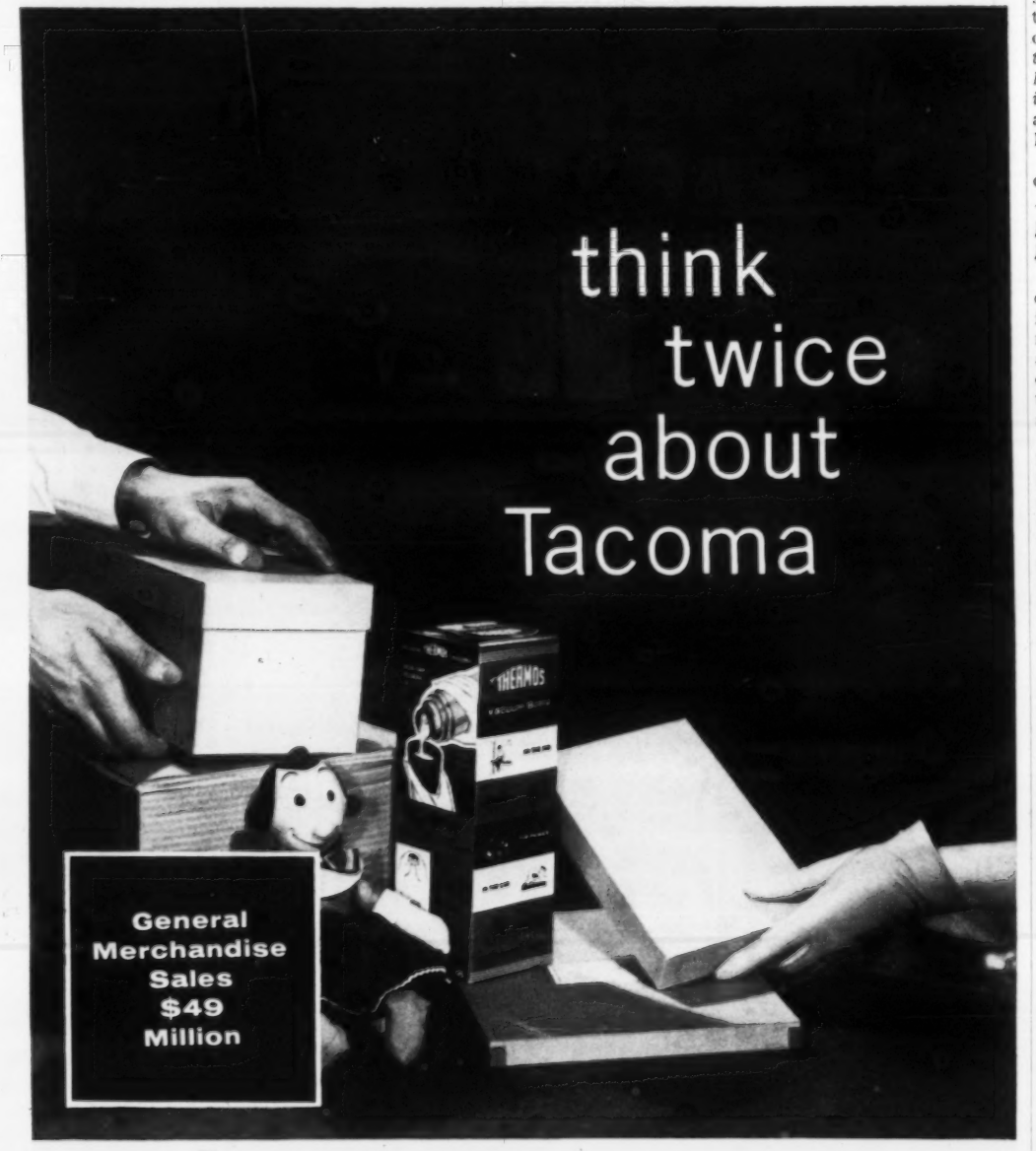
McWilliams Leaves Grant

W. P. McWilliams, vp and account supervisor of Grant, Schwenck & Baker, Chicago, is resigning from the agency after six years. Mr. McWilliams said that he plans to join forces with James E. Schwenck, who announced his resignation from the agency two weeks ago (AA, July 17).

Contract Moves Office

Contract Publications, New York, publisher of *Contract*, has moved its office to 105 W. 55th St.

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

3,400,000 men and women hold in their hands the future of your business!

1,700,000 couples will decide in 1961 whether they want to do business with you, or not. They are getting married —are forming their brand preferences for years to come. These important young couples will spend $9 billion in 1961 for what they eat and use—will grow steadily in numbers to become the biggest market for your products—the American Family. Dozens of manufacturers of packaged foods, household and personal products are using the low-cost BRIDAL-PAX program of Controlled Product Sampling to capture this basic market—are making sales gains up to 242%, assuring big profits for years to come.

Find out what BRIDAL-PAX can do for you, too. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.

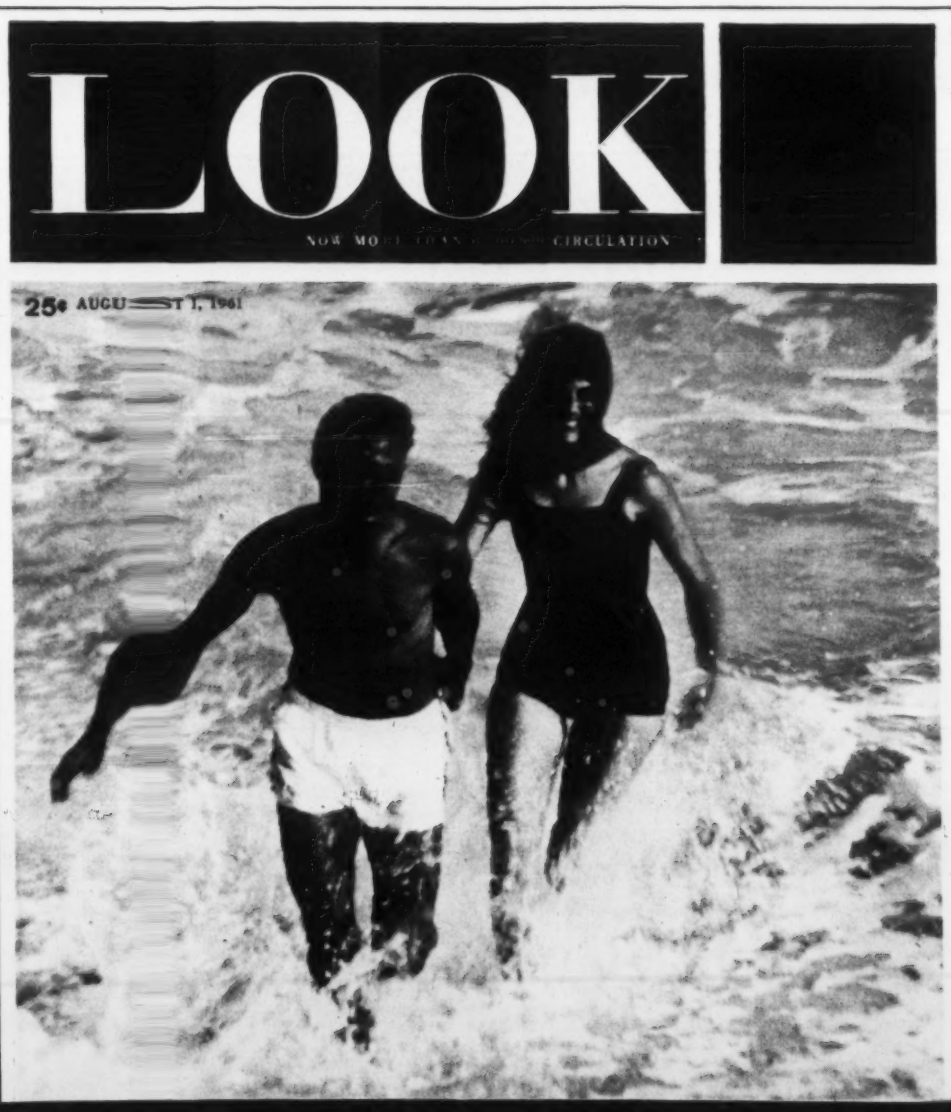
Controlled Product Sampling

25 Hempstead Gardens Drive • West Hempstead, N. Y.

Offices in principal cities: United States, Canada and Great Britain

A single issue of this one magazine is read in one-third of all U.S. homes... and almost one-half of all households with annual incomes of $10,000 or more.

Recently, two major research organizations—Audits & Survey, Inc., and the A.C. Nielsen Company—conducted nationwide studies on the household reach of LOOK Magazine. Both studies showed that an average issue of LOOK is read by at least one adult in more than 17,000,000 households (over 32%). Both studies showed that an average issue of LOOK reaches at least one adult in 42% of all *upper-income* homes ($7,500 and over for A. & S., $8,000 and over for Nielsen). The A. & S. study revealed that an average LOOK issue is read in almost 50% of all homes earning $10,000 a year and over. (This income break is not reported by Nielsen). Compare the LOOK reach with that of *any* newspaper supplement... or *any* network television program, including the so-called spectaculars. Through these two major surveys comes new evidence not only of the tremendous size of LOOK coverage, but of its quality—its heavy concentration among top-earning, top-spending households. This combination of massive reach and a selective audience is a bonus you get when you advertise in LOOK—America's family magazine.



Belding Denies Charge He Used L.A. Airport Commission Role to Land Accounts for FC&B

Los Angeles, July 25—Don Belding, a founder of Foote, Cone & Belding and a recent resignee from the Los Angeles airport commission, is currently involved in a political hassle with Mayor Samuel Yorty resulting from his onetime association with the ad agency.

Mr. Belding, who with other members of the airport board was purged following the election of Mayor Yorty, this week denied charges by the mayor that Foote, Cone & Belding landed two lucrative airline accounts—Trans-World Airlines and British Overseas Airways Corp.—as a result of his connection with the airport commission.

■ He also denied Mayor Yorty's charges that he brought pressure on local newspapers, through his connection with FC&B, to editorialize for his retention on the commission.

Last week Mayor Yorty charged in a speech before the junior chamber of commerce that Mr. Belding's airport post represented a conflict of interest, since it was the mayor's "understanding" that Mr. Belding still owned stock in the ad agency. When asked by Advertising Age to substantiate his charges, Mayor Yorty today refused further comment.

In a reply to the charges, Mr. Belding labeled Mayor Yorty's remarks "generally incorrect, obviously made from second-hand and unreliable information.

"In order to give several years of my life to public service, I retired from Foote, Cone & Belding at age 60, Jan. 23, 1957, and every share of my stock and that of my family was sold before that date," Mr. Belding said.

"My basis of retirement was set on Sept. 11, 1950, at the time Mr. Foote left the firm, and over three years before I ever came on the board of airport commissioners. When the time came for Mr. Cone and me to retire, we were to be given the same termination allowance as Mr. Foote, either in cash or monthly over a five-year period. I chose the five-year arrangement and will receive the last of my termination pay on Feb. 1, 1962. No pension arrangement was included in the plan.

■ "But because I am still receiving monies from the firm (FC&B) on termination pay, contracts and policy decisions involving clients of FC&B went to the board of referred powers on advice of the city attorney. The board . . . is designed to protect the commissioner as well as the city when there is any possible case of conflict of interest.

"Trans World Airlines' account did not come to FC&B while I was president of the board of airport commissioners. TWA is headquarted in New York and is served by the New York office of Foote, Cone & Belding. The fact that some member of FC&B would be on an airport commission in one of the many cities TWA serves has absolutely no bearing on TWA's attitude toward FC&B. They hire the agency because of a good advertising job, nationally and internationally—nothing else.

■ "BOAC London is similar, except that this account was in FC&B's international division years before I went on the board of airport commissioners.

"Some remarks were also made about Lockheed. The Lockheed account has been with FC&B since 1938, over 15 years before I went on the board . . . In connection with the implied favoritism toward the Lockheed terminal, my attitude expressed in urging the Civil Aeronautics Board at the Southern Rocky Mountain area route case in Long Beach this spring to give 24-hour service at the city's Van Nuys airport tower and to permit local carriers to operate from there, should conclusively prove that I have no bias in favor of Lockheed."

According to the city charter, the Los Angeles airport commission is responsible for handling all phases of administration of the city's air terminals, including promotion, publicity, assignment of franchises, equipment, and gate locations. #

MEET ME IN—*This is one of three b&w ads Union Electric, St. Louis, will run in Life and The Saturday Evening Post starting in September to lure new business to the St. Louis area. Similar pages were run in the same magazines last spring. Gardner Advertising is the agency.*

THE SUCCESS MAKERS

In the appliance-radio-tv-housewares field a core group of retailers determines the success of any manufacturer's program. No other trade publication can carry your story to these Success Makers so well as EM Week – read by 30,000 retailers every Monday, for basic business information.

ELECTRICAL MERCHANDISING WEEK

A McGraw-Hill Publication ABC-ABP • 330 West 42nd Street, New York 36

BOUGHT AND READ BY MORE APPLIANCE-RADIO-TV-HOUSEWARES DEALERS THAN ANY OTHER TRADE PUBLICATION

Knapp Buys Naegele Operation in Wichita

Tulsa, July 25—Knapp Advertising Co., outdoor advertising company, has purchased the assets of Naegele Advertising Co., Wichita. Knapp reports the purchase price as over $500,000.

Thomas J. Knapp, vp, will manage the Wichita branch. Other Knapp branches are located in Okmulgee, Muskogee, Ponca City and Norman, all in Oklahoma.

In 1957 Knapp purchased Shleppey Outdoor Advertising Co., Tulsa, adding 350 poster panels and 20 painted bulletin signs to its operation. #

Sawyer's Sets New TV Push for Video-Master Viewer

Sawyer's Inc., Portland, Ore., manufacturer of the stereo View-Master viewer, will launch a $120,000 tv push this fall for its products. The tv commercials are (1) 40-second animated spots, one of which features a lion, produced by Ray Patin Productions, to be followed by a live tag, and (2) 60-second filmed commercials featuring only live talent, produced by Jerry Fairbanks Productions, also of Hollywood.

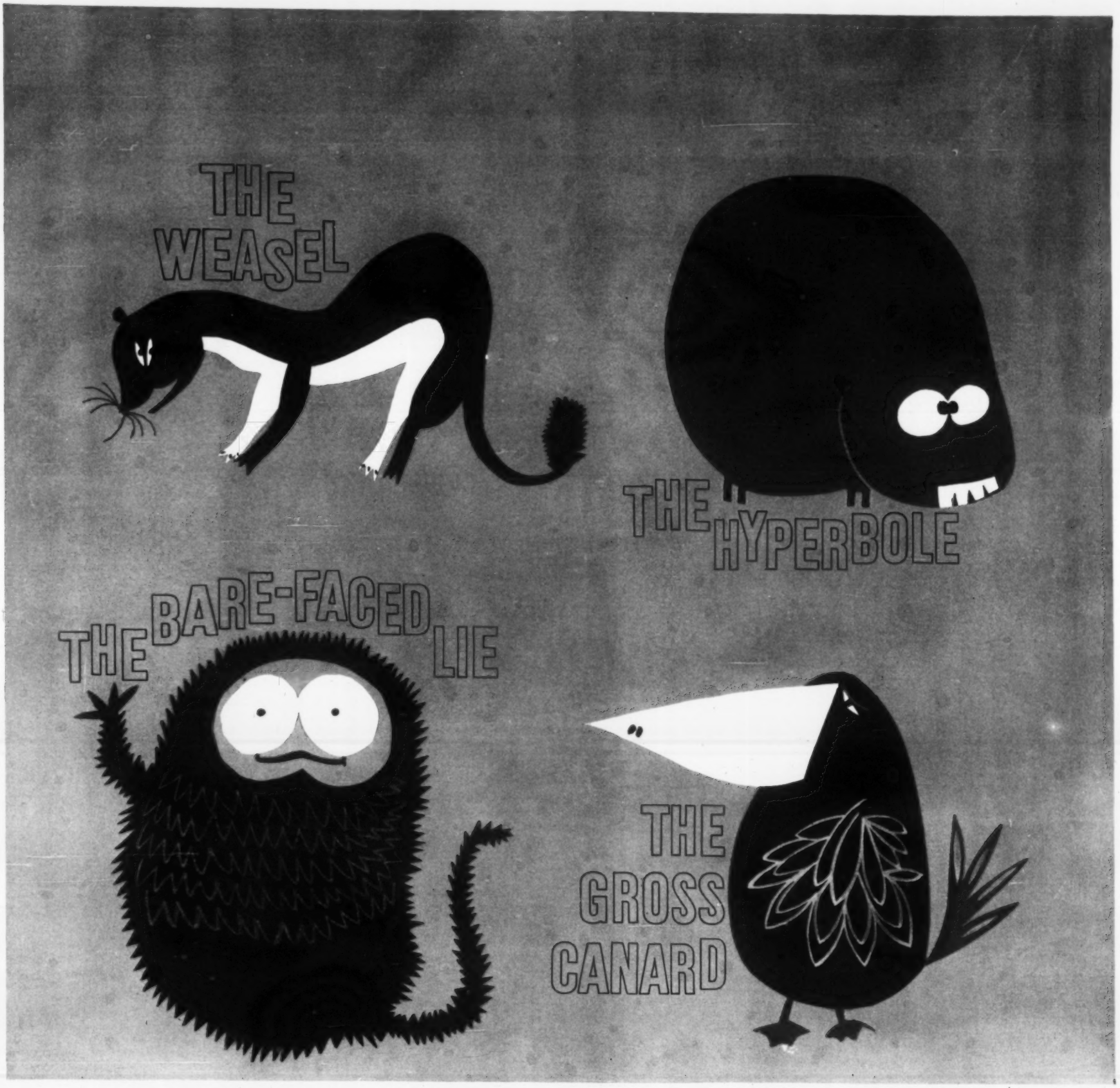
The spots will run in 40 major markets and will be preceded by buys on NBC-TV programs. Richard G. Montgomery & Associates, Portland, is the agency.

A. B. Dick Promotes Behan

Thomas M. Behan has been appointed sales promotion manager, international, of A. B. Dick Co., Chicago. Mr. Behan was formerly a sales promotion representative of the company.

Merit Names Keller-Crescent

Merit Clothing Co., Mayfield, Ky., has appointed Keller-Crescent Co., Evansville, Ind., to handle its advertising. Calvert Advertising Co., St. Louis, is the former agency of record.



The Post protects its readers from these predatory beasts in its advertising pages. Happily for us, and for the state of the advertising industry, we have to reject very few ads. But refuse some we do. The Post sets the pace for America's readers. They swear by it, buy by it. Their faith and loyalty are worth far more to us (and to you) than the money.

If you are advertising a new product, untried by the reader, will she believe your claims? It depends. It depends, of course, on copywriting skill. And on reader-viewer-listener attitude toward the medium in which the advertising appears. And—research now tells us—on frequency of exposure. The new Rochester Study indicates that two exposures to the same Post ad page have three times the effect of one on the reader's belief in product claims. It seems that, in addition to its reputation, the reading weekly brings still more conviction to its advertising pages. Your Post ad page in a single issue gets millions more repeat exposures than the same ad in the picture magazines. The number-one magazine for reading is your number-one magazine for selling.

THE SATURDAY EVENING POST
THE INFLUENTIALS MAGAZINE

Chesebrough Splits Domestic Marketing Setup

NEW YORK, July 26—Chesebrough-Pond's Inc., in a major reorganization, will have two separate domestic marketing divisions—cosmetics and proprietaries-toiletries—effective Jan. 1.

The Pond's and Northam Warren (Cutex, Odo-ro-no) cosmetic lines will be combined in the new cosmetics division and Northam Warren Jr. will be vp in charge. Vaseline and Pertussin products will combine into the proprietaries-toiletries division. The company has not yet decided on the head of this division. Prince Matchabelli operations will continue as a separate division.

■ No changes in advertising administration or agencies are planned as part of the reorganization.

There will be considerable shifting of sales personnel and probably some departures, but the combined sales force of the two new divisions is expected to be larger than the two present forces.

Reorganization thinking was prompted particularly by the Chesebrough-Pond's acquisition of Northam Warren last year. The two companies had product group lines with common distribution and similar marketing problems, but were not being administered on common ground. #

KOIN-TV Names Two

J. Robert McGill has been promoted from promotion manager to local sales manager of KOIN-TV, Portland, Ore., succeeding Frank Coffin, who resigned. Replacing Mr. McGill as promotion manager of the station is Dick Kryder Jr., formerly promotion manager of the Oregon edition of *TV Guide*.

Bernard Leaves Brooks

David Bernard has resigned as director of advertising of Bobbie Brooks Inc., Cleveland, junior apparel manufacturer. No successor has been chosen, and Mr. Bernard has announced no future plans.

Grimm & Craigle Adds Nadco

Nadco Sporting Goods Co., Skokie, Ill., has appointed Grimm & Craigle, Chicago, to handle its advertising. William R. Williams Inc., Chicago, is the former agency of record.

Raspberry Assn. to PNAA

Washington-Oregon Raspberry Growers Assn. has retained the Seattle office of Pacific National Advertising Agency for a new advertising and public relations program.

Cabell Eanes Adds Moore

Cabell Eanes Inc., Richmond, has been named agency for Sam Moore Industries, Bedford, Va., manufacturer of upholstered chairs, sofas and loveseats.

R.O.P. Color Linage Up 7.7% for 1st Half of '61, Hoe Reports

NEW YORK, July 25—The world of r.o.p. color was a little rosier today with the announcement that linage was up 5,251,441, or 7.7%, for the first six months of 1961 over 1960. The jump was from 68,458,332 lines to 73,709,773 lines.

This information was contained in a report prepared by Media Records for R. Hoe & Co. from measurements of more than 400 newspapers in more than 140 cities.

The Hoe figures said r.o.p gained 7.2% in May, up 1,280,503 lines to a total of 18,999,154. Retail r.o.p., despite a 0.3% decline for the month, still racked up 7,633,077 lines, its second best monthly showing in 1961. For the year to date, retail r.o.p. climbed 7.5%, to 33,699,014 lines.

General r.o.p. broke its own records in May. The same month a year ago general had shown an 8% drop to 6,000,000 lines; in 1961, it rocketed 22% to 7,400,000 lines. Said Hoe & Co.: "General color advertising is being used more extensively by buyers of space. Obviously, they are obtaining excellent results through greater readership retention."

■ On the automotive track, "adverse economic conditions" in the industry caused a 19.1% drop in its six-month r.o.p. linage, according to the report. Automotive lost 1,345,220 lines and fell to 5,710,694. For May, automotive r.o.p. was off 6.6%, 189,899 lines behind the May, 1960, figure of 2,865,416 lines.

First place among retail r.o.p. newspapers for May went to the *Milwaukee Journal*. Despite a 25.9% loss, the *Journal's* 119,130-line total was enough to nose out a 116,195-line total posted by the *Columbus Dispatch*, which appeared in the top five for the first time since 1958. Following these two were *Omaha World Herald*, off 1.5% to 113,156 lines; *St. Paul Pioneer Press & Dispatch*, ahead 51.2% to 111,237; and *Buffalo Evening News*, jumping 60% to 106,490.

In over-all r.o.p., the *Milwaukee Journal* picked up 60,000 lines in May for a six-month total of 1,159,446 lines—27% less than last year, but still tops. It led these half-year r.o.p. linages: *Los Angeles Times*, 1,149,089, up 7.6%; *Miami Herald*, 892,012, up 4.3%; *Minneapolis Star & Tribune*, 819,573, up 10.1%; and *Denver Post*, 809,538, up 9%.

■ Hoe & Co. said it looked as if gasolines and oils would get 1961 honors as the nation's top users of national r.o.p. Their May total of 1,839,149 lines was second highest of any month since April, 1958. Only cigarets, which ran about 2,000,000 lines in October, 1960, had higher linage. In May, cigarets came in second, with 1,214,325 lines, followed by meats and fish, with 603,790; airways, 586,710; and dairy products, 561,464.

American Oil Co. was the national account leader, buying 703,000 lines of r.o.p. in May. Belair cigarets, with 568,000, and L&M, with 519,000, helped push cigarets into the No. 2 spot for the month.

NEWSPAPER LINAGE OFF 6.8% for 1ST HALF

NEW YORK, July 25—Total newspaper advertising linage for the first six months was off 6.8%, according to Media Records.

The actual linage drop was 97,813,000 lines, from 1,445,855,000 to 1,348,042,000 lines. The 52-city summary also said automotive linage—on the skids all year—backed up 15.4%, losing 13,860,000 lines for a six-month total of 76,399,000.

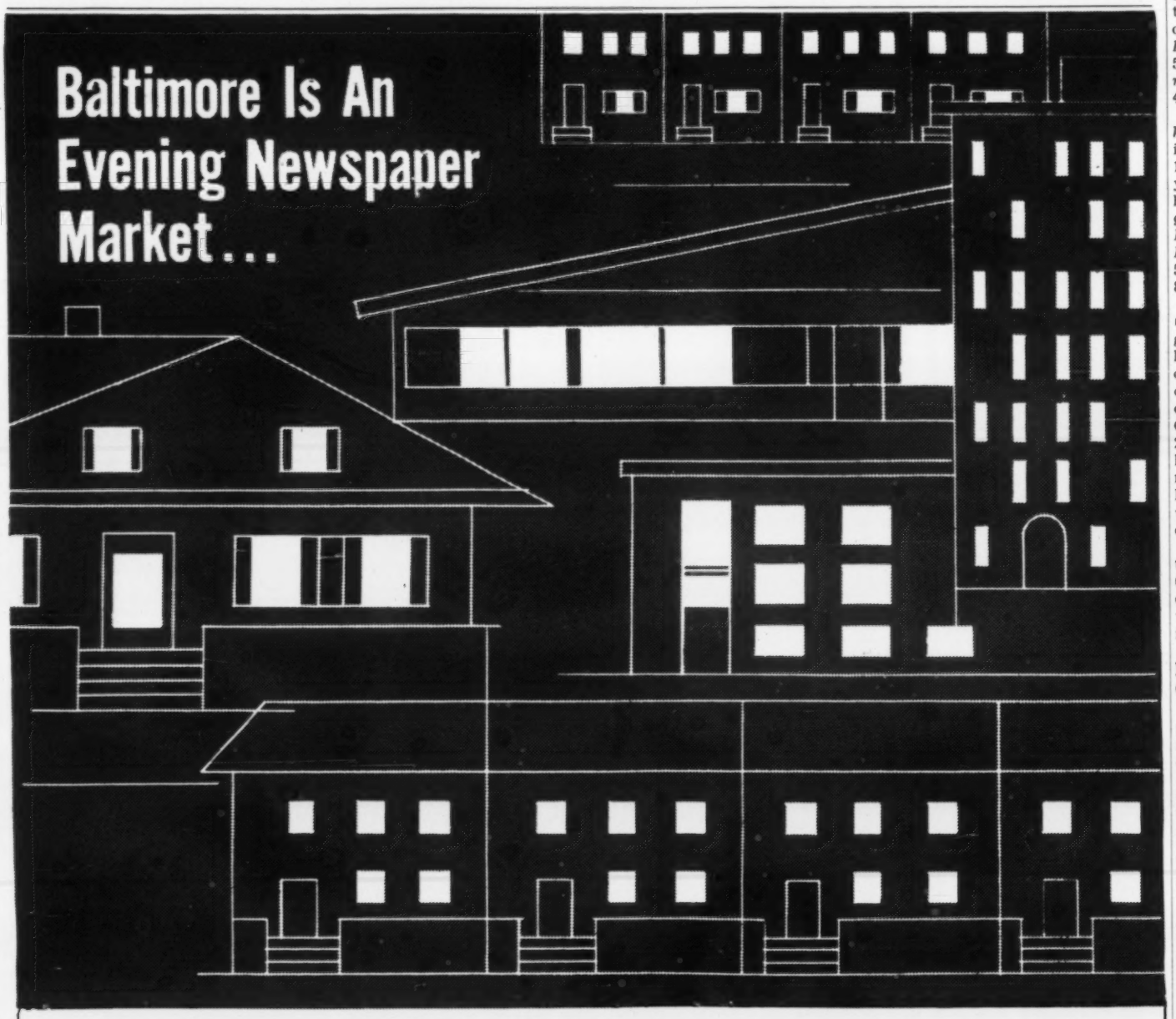
Other classifications were: Total general and automotive, down 9.7%, or 25,863,000 lines, to 240,829,000; classified, off 9.1%, or 34,650,000 lines, to 345,271,000; general, lagging 6.8% with a 12,003,000-line drop to 164,430,000; and total display, behind 5.9% after losing 63,163,000 lines, to wind up with 1,002,771,000.

The lone category that was up—financial—represented the smallest linage amounts on Media Records' report. It added 1,786,000 lines for a 30,161,000 total, a 6.3% gain.

For the month of June the same story prevailed. The total was behind 5.6% as automotive lost 4,170,000 lines, dropping to 13,848,000. Total general and automotive was off 9.4%; classified, down 5.8%; and financial up 4.1%. #

Kirkland White Moves

Kirkland, White & Schell, Atlanta agency, has moved to 1252 W. Peachtree St.



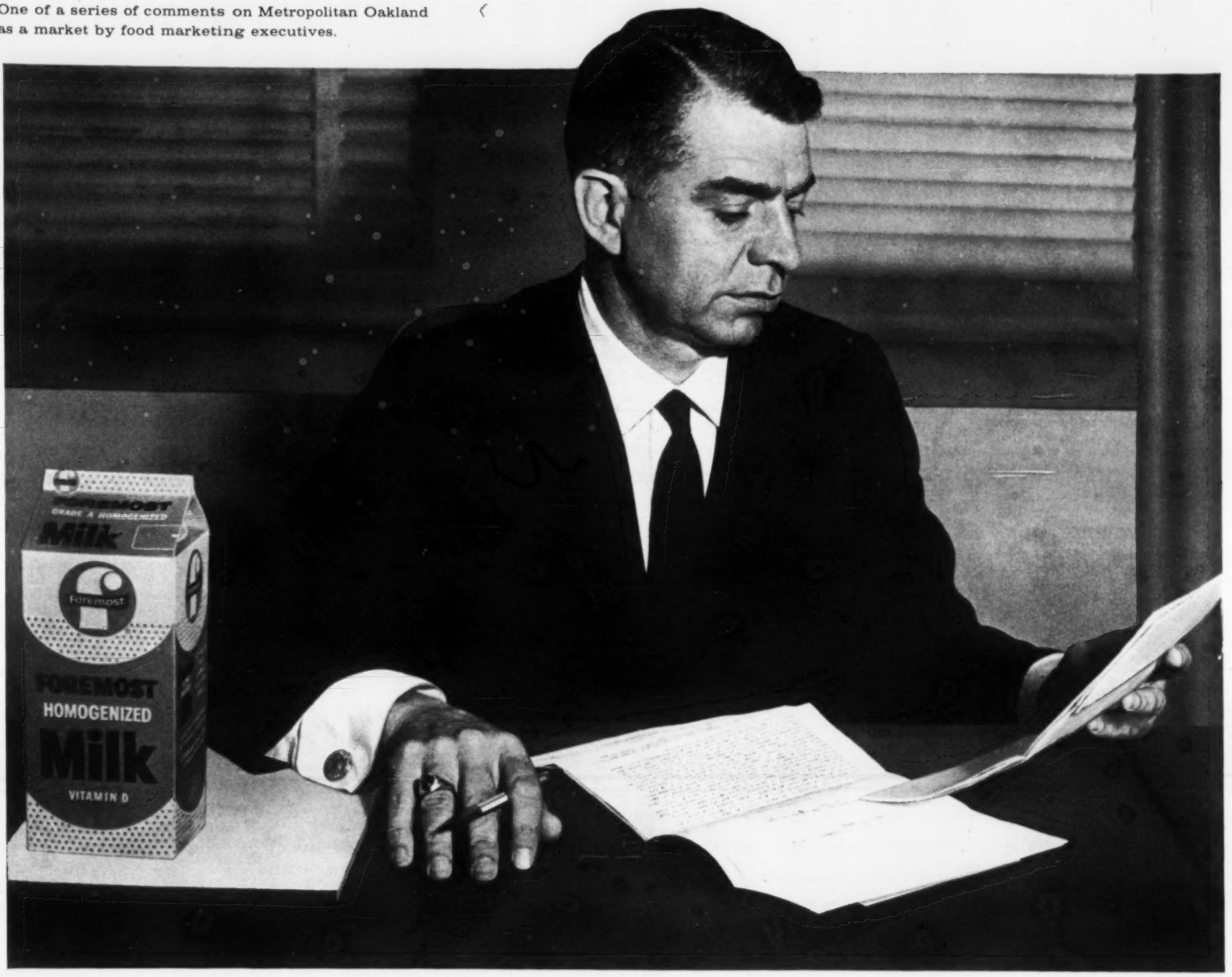
and the evening News-Post Reaches More Households Exclusively than any other Baltimore Daily Newspaper

In a recent study by Daniel Starch & Staff of Exclusive Household Coverage by Daily Newspapers in the Baltimore Standard Metropolitan Area, The Baltimore News-Post rates highest with a 59.6%. The Second Newspaper carries only 41.1% . . . while the Third Newspaper is rated at just 19.0%. In short, a substantial segment of your market can be reached ONLY in the pages of The Baltimore News-Post, Maryland's Largest Daily Newspaper. For the latest FACTS on Baltimore Daily Newspaper Coverage—ask the H.A.S. Man.

Baltimore News-Post
Maryland's Largest Daily Newspaper

Represented Nationally by HEARST ADVERTISING SERVICE INC. • Offices in 15 Principal Cities

One of a series of comments on Metropolitan Oakland as a market by food marketing executives.



$440,551,000* worth of food was sold to Metropolitan Oakland Area consumers this past year. Foremost Dairies is very well aware of the importance of sales of such magnitude. The Metropolitan Oakland Area is a booming market for our products; one that we cultivate with a strong sales and advertising effort.

We at Foremost realize very well that success in the Metropolitan Oakland Area is one of the keys to success in the West. *SOURCE: SALES MANAGEMENT, 1961 SURVEY OF BUYING POWER

JOHN L. BRICKER, Marketing Vice President
FOREMOST DAIRIES, INC., San Francisco

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

National Representatives:
CRESMER & WOODWARD, INC.

Member Metro Sunday Comics Network

GO BIG.. BE BIG *In the TRIBUNE...*

*GREATEST HOME DELIVERED CIRCULATION IN NORTHERN CALIFORNIA

Simoniz Appoints Kocour Ad Director

CHICAGO, July 26—Max G. Kocour has been appointed director of advertising of Simoniz Co., Chicago. Mr. Kocour succeeds John M. Tyson Jr., who has been elected vp of the company and vp of sales.

M. G. Kocour

Mr. Kocour formerly was an account supervisor with Young & Rubicam, Chicago. Mr. Kocour joined Pillsbury Mills, Minneapolis, in 1948 as a product sales manager and was brand supervisor of the marketing department until he left in 1956. He also has been associated with N. W. Ayer & Son, and Needham, Louis & Brorby in Chicago.

The position of ad director of Simoniz was created in 1960 following the company's appointment of Dancer-Fitzgerald-Sample as agency for consumer products. ≠

GOA's Earnings Up in First Half of '61

CHICAGO, July 26—General Outdoor Advertising Co. has reported net earnings, including non-recurring income, for the first half of 1961 of $1,462,100, as compared with $1,277,693 for the same period in 1960.

The increase boosted earnings on the company's common stock from last year's $1.07 per share to $1.22 per share. A regular quarterly dividend of 32¢ per share, payable Sept. 8 to stockholders of record Aug. 18, was also announced.

The net was realized on sales of $21,162,282, down slightly from last year's first half figure of $21,240,595, and non-recurring income of $643,951 from General's sale of its interest in Walker & Co., Detroit outdoor plant operator.

■ The GOA management has experienced some trying days during the past three months. Early last May, an unidentified buyer—which later turned out to be Gamble-Skogmo Inc.—offered to buy 470,000 shares of GOA stock at $40 per share (AA, May 8).

In an effort to stop Gamble-Skogmo from buying its stock, GOA filed suit against the Minneapolis company, charging that anti-trust laws would be violated if Gamble-Skogmo gained control of GOA. The court ruled that Gamble could purchase the stock if it sold its interest in Walker & Co., and would not sell the GOA stock to Naegele Outdoor Advertising Co.

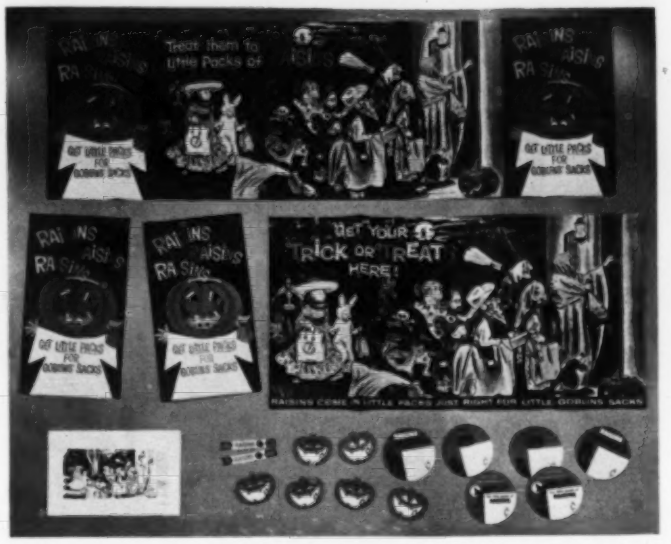
Two weeks ago, Gamble-Skogmo disclosed that it was able to buy 310,598 shares of GOA stock, of 25% of outstanding GOA stock (AA, July 17). The purchase made Gamble the largest single stockholder in GOA. ≠

Carling, Reynolds Buy Grid TV

Carling Brewing Co. (Lang, Fisher & Stashower) and R. J. Reynolds Tobacco Co. (William Esty Co.) will co-sponsor the telecast of the *Chicago Tribune's* College All Star football game Aug. 4 on ABC-TV.

Walker Joins 'N.Y. News'

Vincent P. Walker, last with the *Detroit Free Press* and formerly with Hearst Advertising Service, has been appointed to the Detroit sales staff of the *New York News*. He succeeds the late James J. Coyle.



TRICK OR TREAT—*The California Raisin Advisory Board will employ these point of purchase materials to promote raisins as trick-or-treat items during the Halloween season. The board will run full-color ads in newspaper comics sections to support the promotion.*

Producer, Director, Writer Blame Each Other, Plus Advertisers, for Mediocre TV

PHILADELPHIA, July 27—Do you want better fare on tv? Get the sponsor and the ad agency out of the production-direction-writing end.

That seems to be one of the solutions offered by three unnamed "prominent" men in the creative television field, writing in the July 29 issue of *TV Guide*. One is a producer, another a director, and the third a writer.

While the three craftsmen tend to lay blame on each other for much of the mediocre programs, they all take the sponsor to task. The director was hardest on those who pay the bills.

After calling producers money hungry, writers untalented, actors inarticulate, networks censorious, the director in the triumvirate ends by identifying the underlying reason behind his sweeping indictment as "commercialism."

After pointing out that it would be too dreary to recount all the anecdotes about sponsor control and advertising agency interference, the director quotes a few apocryphal stories.

■ "What does the public do about this kind of abuse?" he asks. "Nothing. What does the artist do about it? Also, nothing. To me it is one of the major tragedies of 20th Century life that we have blithely accepted the premise that because an advertiser has put up money to 'buy' or 'sponsor' a program, he has bought the further right to exercise all critical and artistic control over the program and the program content."

What is the answer? Pay-tv, the director states, because then the director and his staff of creative artists can really create.

■ The ideal state of affairs is one "where a writer can once again sit at his typewriter and tell a story without having to worry about offending the management of his sponsoring company. Let a producer buy dramatic properties because he thinks they can entertain or uplift an audience, not because a Madison Avenue research staff feels it's the shiniest lure in this week's grab bag," the director writes. "Restore the director to the dignity he once knew, where he is able to let his individual taste rule his decisions rather than a blue-book of do's and don'ts usually dictated by the sponsor's wife's sister."

He expects matters to get considerably worse before the healthy emotion of anger reawakens artists and audience alike.

The producer in the article writes a self-pitying lament about how a series of shows wears him down. He also decries the tremendous amount of work involved in a show with lack of staff and a shortage of funds.

■ "In movies, which never remotely approached the volume demanded of television, the same ratio applied. So why the devil does everyone stand up and scream when they don't get the quality they dream of from television? There just aren't enough talented people around . . . to turn out this volume of work on this time basis and make it good."

The writer in this trio weeps about the blank paper on Monday, miserable casting directors who like New York talent, big name talents who pay little for writers and expect miracles and put in considerably less time than the writers. Advertisers, he says, stifle many fine writing jobs for tv. The writer is still considered a second-class citizen and a scapegoat, even though he makes the greatest single contribution to the television medium. ≠

Dole Sets Ad Drive for New Pineapple Product

Dole Corp., San Jose, will introduce Spiced Hawaiian pineapple chunks, supported by a heavy marketing program beginning in October.

The campaign will include "piggy back" column b&w ads facing color page ads in four issues of *This Week Magazine* and *Seattle Times* Sunday supplement, in-store displays, and a 25¢ per case introductory program.

Shakeproof Names Two

Ray R. Raufeisen, formerly with Edelstein-Nelson Advertising Agency, Chicago, has been named advertising manager of Shakeproof division, Illinois Tool Works, Elgin, Ill. Mr. Raufeisen succeeds James R. Dougherty, who has been transferred to sales activity.

Wilk Appoints Two

Harriet Roberts, formerly of Fuller & Smith & Ross, Cleveland, and Robert J. Casurella, formerly of George H. Hartman Co., Chicago, have joined Arthur E. Wilk Advertising, Chicago, as copywriters.

Bozell & Jacobs Adds Three

Southern Greeting Card Co., Memphis, Tenn.; Leathercraft, Chicago; and Child's World Encyclopedia, Chicago, have named Bozell & Jacobs, Chicago, to handle their advertising.

Raisin Board Hires Lewellen for Overseas Post

FRESNO, July 25—A California Raisin Bureau has been started in Great Britain to carry out advertising, educational and promotional work on behalf of the U.S. raisin industry.

Donald C. White, manager of the California Raisin Advisory Board, which has headquarters here, also announced appointment of William C. Lewellen, Los Angeles senior account representative of J. Walter Thompson Co., as overseas marketing representative for the industry.

The San Francisco office of JWT handles advertising for the Raisin Advisory Board. While in the agency's Los Angeles office, Mr. Lewellen headed the motion picture advertising department and managed the Hollywood-Los Angeles pr department.

■ Mr. Lewellen will first visit Japan, which last year became a major importer of California raisins, and then will proceed to Europe where his duties will include "coordination of the extensive advertising and pr programs which the board currently is launching in Europe."

He will be assigned to similar duties in the U.S. for part of each year but will concentrate on development of sales potential for raisins in the United Kindgom, Germany, Denmark, Sweden and France, where JWT is now organizing the advertising programs.

"Mr. Lewellen also will make contacts with the trade," Mr. White said, "to promote California raisin sales in Holland, Belgium, Switzerland, Norway and Austria.

"The objective of our program in Europe," Mr. White continued, "is to recover important raisin markets which existed before World War II and to expand generally the demand for the superior California product abroad."

■ Opening of the raisin board's bureau in London was featured by an address by Robert Anderson, agricultural attache of the American embassy there. Other speakers included Howard Staples, managing director in England for the Sun Maid Cooperative; Henry Smith, bakery and catering consultant for the bureau; and Alina Reagle, pr officer in charge of the bureau operations and a JWT staff member.

Offices have been located at 40 Berkeley Sq., London.

Meanwhile, back in Fresno, Mr. White announced that a California Raisin Queen of Japan will be chosen Aug. 19 during a raisin festival at Tokyo's Kyoritsu Hall.

In September the Japanese Raisin Queen and the runner-up will be brought to the U.S. to take part in the American raisin harvest festival at Dinuba, Cal.

■ "The festivities in Japan," Mr. White explained, "will include an open car parade through Tokyo's streets, performances at the hall by some of Japan's top entertainers, and the preview of a documentary movie on American life.

"A special song, 'The Raisin Pachanga,' has been composed for the event," Mr. White said, "reflecting the leaning of modern Japanese toward Latin rhythms." The song will be sung by Japan's teen age idol, Izumi Yukimura.

Contestants for the "queen" role will be single girls between the ages of 18 and 25, and 40 of them will compete for the title, parading in bathing suits decorated with designs inspired by the Thompson seedless grape from which raisins are made.

Sponsors will include the Japanese Dried Fruit Assn., the Raisin Advisory Board, and co-sponsors Fuji Television, Sankei Shimbun, Nippon Broadcasting System, Herald Motion Picture Co., and Northwest Orient Air Lines.

■ Mr. White also announced that last year's Halloween promotion of little packs of raisins will be repeated this year on a larger scale, with the point of purchase display material to be supplemented by consumer advertising.

A full-color ad, tied in theme to the display material, will appear in comics sections of U.S. newspapers on the weekend of Oct. 15.

The display kit features a 24x75" wraparound with a trick-or-treat theme in full color, a similar 25½by48½" banner, a cart card, a soft sheet, shelf strips and talkers, and six price markers. ≠

THIS IS THE LIFE!
A home swimming pool is a practical idea that opens a whole new world of fun and health for your family
$53
BRUCE-CORALOC
free form POOLS

TEST DIP—*The Coraloc pools division of E. L. Bruce Co., Memphis, which advertises largely on a cooperative basis with builders, is testing large-space newspaper ads and tv spots in Memphis. Greenhaw & Rush is the agency.*

FCC Examiner Urges TV Channel Shift to Louisville

An FCC examiner has recommended that Channel 7, Evansville, Ind., be reassigned to a Louisville station as a four year battle over the tv channel continues. The examiner is, in effect, supporting an earlier commission decision which called for Evansville's WTVW to give up Channel 7 and begin operating on ultra high frequency Channel 31.

WTVW will "certainly exhaust every means before the commission", and go to federal court if the FCC decides to give Channel 7 to another station, according to general manager Richard Shively. The final FCC ruling is not expected for several months.

Cronin Joins Lynch Advertising as Client Relations VP

D. C. Cronin, formerly director of field marketing of D'Arcy Advertising Co., St. Louis, has been appointed vp in charge of client relations of Richard C. Lynch Advertising Co., St. Louis.

D. C. Cronin

Mr. Cronin, before joining D'Arcy, was director of advertising of Olin Industries.

Dow Boosts Crossan, Ondrus

Alex Crossan Jr. has been appointed manager of the public relations and advertising department of Dow Chemical International, Midland, Mich. He succeeds Milan F. Ondrus, who has been named staff assistant to the general sales manager, European area, of the company. Mr. Crossan was formerly assistant manager under Mr. Ondrus.

What really was said in the O'Leary Report

For the benefit of Canadian readers and advertisers here are facts, in the form of excerpts from the Report of the Royal Commission on Publications itself, which should serve to clear up misunderstandings about its purpose and recommendations!

Canadians will not be denied the right to read any magazine they choose—Life, Time, Harper's, Newsweek, Reader's Digest, McCall's, Saturday Evening Post, or any others.

Purpose of the Royal Commission—"Our sole purpose has been to find a way to guarantee for Canadjans their own communications media." (Para 1—Page 7)

"This Commission was not established to devise means of curtailing the freedom of expression, nor to fashion means to in any way limit press freedom." (Para 5—Page 7)

The need for a Canadian Periodical Press—". . . while Canada and the United States may have the same basic cultures, they each at the same time have domestic and other tasks and problems—political, social and economic, which differ widely." (Para 2—Page 7)

"Only a truly Canadian printing press, one with the 'feel' of Canada and directly responsible to Canada, can give us the critical analysis, the informed discourse and dialogue which are indispensable in a sovereign society." (Para 2—Page 7)

The threat of "Canadian" Editions—" 'Canadian' editions (of foreign publications) are the ultimate refinement in the re-use of second hand editorial material to provide a vehicle for a new set of advertising messages." (Para 3—Page 39)

"An estimate is that Time of Canada pays to its parent Company less than 2% of the actual cost of the editorial material thus coming to it; while Reader's Digest's total editorial costs (in Canada), including the editing carried on in Canada, is a fraction of the total amount spent by the parent (U.S.) organization in obtaining and preparing it." (Para 6—Page 39)

Comment: The editorial "dumping," or re-use of editorial matter already used in a parent magazine, permits the use of the money thus saved to compete for circulation and advertising dollars on a scale which it is virtually impossible for Canadian periodicals, with their higher editorial costs, to match. *It is unfair competition that, in truth, threatens the very existence of the Canadian periodical press.*

Effect on Canadian Periodicals—
Gross profit—"Canadian" editions.
Time and Reader's Digest—1955-1959
(before taxes) $6,567,701
Loss—Nine Canadian Magazines in same period
(before taxes) $2,327,809

"Examination has shown that the financial advantage of pre-paid editorial material has been used mainly to provide larger profits for these two 'Canadian' editions, profits which are well in excess, not only of any enjoyed by Canadian magazines, but also of the majority of magazines covered by the United States Magazine Publishers Association cost survey." (Para 4—Page 40)

"Two 'Canadian' editions, Time and Reader's Digest, have been getting over 40 percent of the total (advertising) spent on magazines in Canada." (Para 3—Page 39)

Comment: Diversion of Canadian advertising dollars to foreign publications not only threatens the Canadian Periodical Press, as it exists today, but restricts the possibilities of new independent Canadian periodicals coming into existence.

Conclusions of the Royal Commission—"That a nation's domestic advertising expenditures should be devoted to the support of its own media of communications." (Para 3—Page 76)

"The Commission regards as 'domestic' advertising that which is directed to consumers in Canada." (Para 3—Page 75)

"That a nation's communications media must be aware of their responsibilities and that such media should not be used merely for the re-publication of editorial matter to support an advertising structure." (Para 6—Page 76)

REPORT COMPLETELY PROTECTS FREEDOM OF PRESS AND READER PREFERENCE

(Para 3—Page 94)

"The Commission, we repeat here, proposes nothing which impinges in any way whatsoever upon press freedom, nor upon reader preference, nor which by any stretch of the imagination can be called censorship. No foreign magazine entering Canada will be subjected to interference with its editorial content. Only when, for additional profit, it changes from what it was at its publication source and makes itself into a vehicle or packaging device for bringing advertising into Canada, specifically directed to Canadians, will it be touched."

What is a Canadian Periodical? The Royal Commission Report states . . . "That a Canadian periodical is one published in Canada, owned either by Canadian citizens or, if a corporation, by a company incorporated under the laws of Canada or of one of its provinces, and which is controlled and directed by Canadian citizens, and is not a licensee of or otherwise substantially the same as a periodical owned or controlled outside Canada." (Para 4—Page 77)

"That a Canadian periodical is one edited in Canada by a staff normally resident in Canada, its typesetting (in whatever language) and its entire mechanical production must be in Canada, and its publication must be from a place or places within Canada." (Para 6—Page 77)

Recommendation of the Commission—"That the deduction from income by a taxpayer of expenditures incurred for advertising directed at the Canadian market in a foreign periodical, wherever printed, be disallowed." (Para 7—Page 78)

"That the entry into Canada from abroad of a periodical containing domestic advertising be excluded." (Para 4—Page 79)

THE STRENGTH OF CANADA'S OWN COMMUNICATIONS MEDIA IS VITAL TO EVERY CANADIAN

PERIODICAL PRESS ASSOCIATION · 100 UNIVERSITY AVE., TORONTO, CANADA

Copies of the complete 259 page Report of the Royal Commission on Publications are available from The Queen's Printer, Ottawa, Canada. $3.00 per copy.

TV Only Mildly Ill, Bates Exec Declares; Sees Swing to 'Experimental, Fresh' Shows

NEW YORK, July 26—"I would suggest that if you have lulled yourself into a trance of comfortable security, because of the heavy barrage of criticism that has been leveled at tv lately, you need psychiatric help. If tv is a sick medium, it is just a slight head cold—not terminal cancer."

That was the diagnosis offered today by the senior vp in charge of broadcast for Ted Bates & Co., before the Magazine Promotion Group.

Richard A. R. Pinkham added that, "although tv has reached its worst moment in 13 years," the medium was definitely headed up, and "you ain't seen nothing yet."

Tv will succeed, he asserted, because "it is free, it amuses, and it sells merchandise—not because it is doing a great job in putting on quality entertainment for the whole family, which it isn't; not because it is growing as a force to upgrade the taste of the American public, which it isn't; and not because it is the greatest means of communicating ideas since movable type, which it is."

■ Mr. Pinkham, who once worked on the print side, acknowledged that "this past year, for the first time, the tv sets-in-use figure has declined. Only 2%, but a decline nonetheless. By the same token, the average rating of the average evening show has dropped 7% since 1957. And the average rating of the top ten shows has dropped 16% in the last five years."

But, he concluded, "these declines have failed to affect tv's circulation as an advertising medium because in the last five years there has been a 19% increase in the number of homes with tv, which has more than offset the decline in average rating."

■ He said that "the novelty wearing off" was one reason for disenchantment with tv programming. However, he pointed out that "although it has declined, it is a gentle descent and not a plunge—magnified beyond the facts by headline-hungry public figures, by intellectuals with white space to fill, by people who don't understand mass media, and by your sophisticated friends.

"My point is that tv fits so perfectly into our hedonistic way of life, that even if it continues to slide, it will still command most of the leisure time of most Americans and it will still remain a superb advertising medium." Mr. Pinkham thought it was unrealistic to underestimate the human drive to be painlessly entertained.

He alluded to "somebody who said tv is very young to be going through its Minow-pause," and added that "the new FCC chairman [Newton Minow] may have performed a very valuable function with his vast wastelands speech, for all of its exaggeration." It may well be "a turning point for tv programming," he conceded, "because it has shocked a lot of people awake to the dangers of putting so many eggs into the Hollywood basket."

He said the "decision-making executive who dwells in a revolving door of insecurity—and I am one such—naturally tends to play safe. With stakes like these and a deadline so demanding, he naturally chooses the path of minimum risk." That, Mr. Pinkham charged, is what drove tv into the "velvet embrace of Hollywood."

"Hollywood has lived off imitativeness for 40 years," and "tv has fallen into the same pattern." As a result, said the Bates video boss, "tv has ceased to be tv, doing what it is uniquely equipped to do, and has become a junior grade Hollywood doing what it is equipped to do . . . produce volume against deadlines.

■ "Tv has solved the problem of the insatiable maw by programming endless successions of bland B pictures in preference to playing the dangerous game of experimentation with live programming."

He predicted "another year of imitation and economy" coming up—with "precious little time or personnel for creative leadership from New York"—and "it's hardly surprising that the finished product is anything but fresh."

Next year, however, will be different, according to Mr. Pinkham. "The pendulum should start to swing back toward live, experimental, fresh programming. There will be an opportunity for the young men to come into the industry and supplement the handful of Hollywood pros who are carrying the back-breaking burden of 70% of today's programs."

Tv's future, he said, was "written in letters 10 feet high" by two shows that were new this year: "The Flintstones" (ABC-TV) and "Candid Camera" (CBS-TV). They were hits because they "demanded imagination, courage, and were experimental." #

NEW FORMAT—*Van Raalte Co., New York, uses a "pictorial-news approach" in this color page in the October Seventeen to show how its stockings can take "the active life." Other ads, with adult situations, will run later in other media. C. J. LaRoche & Co. is the agency.*

Anderson Pollak Walker Tree

FIRST OUTDOOR—*Wyandotte Olive Sales Co., San Francisco, is using its first outdoor advertising with this painted bulletin. Checking original design and rendition with Warren Tree, manager of Wyandotte, are Nelson Pollak, art director, and Hal Walker, vp and account executive, of Botsford, Constantine & Gardner, Wyandotte's agency, and Merritt F. Anderson, vp-sales development, Foster & Kleiser.*

Filipino Tobacco Men Eye U.S. as Cuban Rift Grows

Hope $200,000 Drive Will Lure Smokers to Mildness of Manila

NEW YORK, July 27—The Philippines Tobacco Board, mindful of smouldering relations between Cuba and Uncle Sam, has decided to roll into the U.S. cigar market in high gear.

Via a $200,000 ad drive that unfolds in late August—plus heavy in-store promotion in supermarkets—the Filipinos hope to have their Manila tobacco replace the Cuban. Cuba's product has shaped up this way:

• About 25% of the filler and 33% of the wrapper used by U.S. manufacturers has come from Castro's land.

• In 1960 Cuba shipped 23,439,000 cigars to this country—about equal to 1959. Last year's retail value went to $4,436,000 from $4,078,000 the year before. At the same time, the average price of a Cuban cigar jumped from 17¢ to 19¢.

■ The Filipinos also are aware that the whole U.S. cigar market was worth $650,000,000 at retail last year—$25,000,000 more than 1959.

The Board, through its agency here, Co-ordinated Public Relations, will mount its first offensive on the West Coast and Hawaii, using 1,000-line newspaper ads. The feeling is that this area, stocked with heavy puffers of Manila tobacco before World War II ravaged plantations and shortstopped supply, will again respond. For good measure, Alaska has been tacked on the schedule.

As a second step, the Filipinos will descend on East Coast markets, primarily New York, New Jersey and Pennsylvania. Washington and Maryland are other possibilities.

■ The agency intends to follow up with news and general interest magazines, although a green light on specific magazine recommendations was still forthcoming this week from the board. One thing is sure, however: This end of the promotion will bank on "dominant space, instead of continuity or consistency," according to Lester L. Wolff, president of Co-ordinated.

"The reason," he explained, "is that this is a natural period for Manila tobacco to enter the U.S. market. But it must be done in a hurry." Mr. Wolff acknowledged that others, such as growers in the U.S., probably entertain similar ideas.

■ He said the Filipino ad attack later would converge on the Midwest and open up with a 10-second tv spot saturation campaign in all three regions. At the same time, Co-ordinated will start heavy in-store promotions in supermarkets—which should find the agency on familiar ground. It already handles a list of food products and supermarket chains in the East, including Safeway, Daitch-Shopwell, Grand Union, Dilberts, Associaited Food Stores, and a few others.

According to Mr. Wolff, "this should be a 'soft' area, because supermarket promotions by U.S. cigar manufacturers have not been well developed. Yet there are more male shoppers in the stores today than ever before."

It will be the job of individual cigar makers to cash in at the supermarket level, after the board has plugged Manila tobacco's mildness and flavor, Mr. Wolff said.

■ Here's a breakdown of who-supplies-what to the U.S. cigar industry.

• In 1960, Cuba shipped in 593,000 lbs. of wrapper; 4,014,000 lbs. of filler, unstemmed; 7,041,000 lbs. of filler, stemmed; and 13,819,000 lbs. of short filler.

• Domestic producers of filler were Pennsylvania seed leaf, 52,700,000 lbs.; Miami Valley, O., 6,880,000 lbs.; and Puerto Rico, 28,000,000 lbs. Suppliers of binder (which is used just under the cigar's outer tobacco wrapper) were Connecticut broadleaf, 3,675,000 lbs.; Connecticut Havana seed, 3,328,000 lbs.; southern Wisconsin, 9,832,000 lbs.; and northern Wisconsin, 14,908,000 lbs.

• Cuba supplies no wrapper to the U.S. The item has come from Connecticut growers, 11,660,000 lbs.; and Georgia-Florida shade grown, 9,026,000 lbs.

■ It is understood that, while Cuban tobacco is still being shipped to the U.S. in heavy quantity, some manufacturers have had to revise their importing procedures. #

Station Reps Assn. Sets Detroit Branch

DETROIT, July 27—A Detroit chapter—the second branch chapter—has been set up by the Station Representatives Assn. Announcement of the latest expansion move was made in New York by Lewis H. Avery, SRA president, following the annual meeting of the association.

The Detroit chapter will be headed by Charles Fritz, John Blair Co., as president. Other officers: William W. Bryan, Peters, Griffin, Woodward, vp; Robert D. Cook, Katz Agency, secretary; and William E. Morgan, Adam Young Inc., treasurer.

Mr. Avery said the prime objective of the new chapter would be to develop research and sales presentations, tailor-made for this market, a most important source of spot radio and tv business. Monthly luncheons will be held at the Detroit University Club, starting in September. #

Lang Joins Ovaltine

Ernest S. Lang has joined Ovaltine Food Products, Villa Park, Ill., as product manager for all food products—a new position. Mr. Lang formerly was a product manager for General Foods Corp.

BPA May Accept Selected Market Magazine Members

NEW YORK, July 26—Business Publications Audit has made a move which would open membership to "selected market" publications—magazines "that go to a selected and restricted group of recipients, not necessarily in the business or industrial field." Those fitting the definition would include magazines "sent only to golfers, or vocational students, or dentists' wives."

The decision recommended to BPA members by the board would make the acceptability key, "Does the publication have a circulation that can be qualified for an audit?"

"There are many such publications whose audiences are valuable targets for advertisers," said Burton E. Hotvedt, BPA board chairman and vp of Brady Co., Milwaukee. "But it is critical for both the publisher and the prospective advertiser to be assured of an objective and strict audit of the circulation, and these publications cannot now have such an audit if they choose to circulate primarily on a non-paid basis."

■ Mr. Hotvedt added that the BPA, with its heavy background in qualified circulation, is "the logical bureau to do the job, and we have been studying the question of admitting these publications for well over a year now."

He said that while "selected market publications, if admitted to membership, will meet the same auditing criteria as all of BPA's 507 business publications, a separate 'selected market audit division' of the bureau will be established to handle this group."

Mr. Hotvedt said that while the publishers' statements and audit reports of this group "will be identical in wording and format to the BPA forms, they will be printed on different color paper than those for business publications, and an 'SMA' emblem, in place of the BPA emblem, will appear on the masthead."

■ Admission of selected market publications to BPA membership, Mr. Hotvedt indicated, will be decided at a special meeting to be held at the Biltmore Hotel here Aug. 17. He said two-thirds of the bureau's 733 voting members must ratify the board's recommendation before it could become effective.

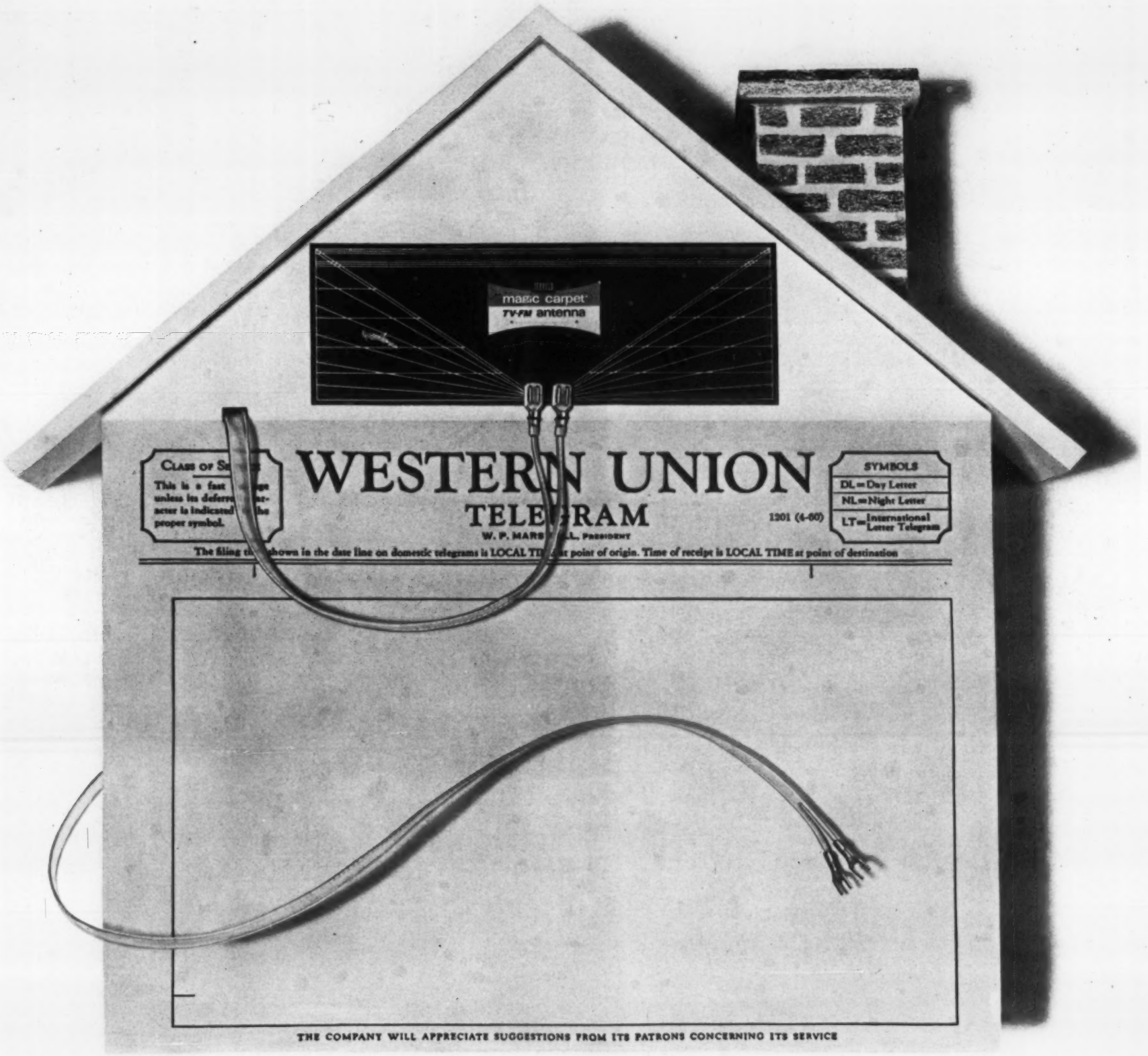
If ratified, he added, "this will be the first time that publications of this nature will be eligible for membership in a non-profit membership circulations audit bureau."

■ Both Audit Bureau of Circulations, Chicago, and Verified Audit Circulation Co., Los Angeles, the other national auditing organizations for publications, declined to comment on the new BPA proposal. #

Roche, Eckhoff Gets New Los Angeles Supermarket Chain

LOS ANGELES, July 25—Roche, Eckhoff & Associates has been named to handle an advertising program for Associated Super Food Centers, a group of local supermarket chains that have joined forces to advertise on a cooperative basis.

The cooperative, comprised of Boys Markets, Gateway Markets, Kory's Markets, and Pantry Markets, has budgeted an initial ad appropriation of about $500,000, the agency said, for a campaign to break about Sept. 1. #



How a new TV antenna clicked for Jerrold Electronics ...with Telegrams-For-Promotion

A good promotion demands the right message delivered in the right way at the right time.

Knowing this, Jerrold Electronics turned to Western Union to introduce its "Magic Carpet" . . . a revolutionary new type of TV antenna for use inside the home.

Here's how Telegrams-For-Promotion told a powerful story in a powerful way.

Every sales rep was put on the receiving end of a series of compelling telegrams. Not only were they kept informed; they were kept *excited*. Response was immediate. In the first 60 days, over $500,000 worth of antennas were sold!

How about an imaginative use of Telegrams-For-Promotion for your next sales push? Write a sizzling sales message, then hand it to us with your list of sales reps, wholesalers, customers, or prospects. We'll do the rest!

More information? Just fill in the coupon and send it to us by collect wire. Or write to us on your letterhead.

WESTERN UNION
TELEGRAM

Special Services Division, Dept. A-2 — COLLECT
Western Union Telegraph Co.
60 Hudson Street, New York, N. Y.

Please send me more information, without obligation, about your Telegrams-For-Promotion Service.

Name_____

Company_____ Title_____

Address_____

City_____ State_____

Western Union Special Services . . . for action!

TELEGRAMS-FOR-PROMOTION • OPERATOR 25 • SURVEY SERVICE • AD DISTRIBUTION SERVICE • TELEGRAM-PLUS

McCall's goes to

EIGHT

MILLION

with no increase in advertising rates

Effective with the December 1961 issue, McCall's will regularly deliver a monthly paid circulation of 8 million.

This represents a bonus of 1 million over McCall's present rate base of 7 million and will be delivered at no extra charge through June 1962. No matter how much McCall's circulation rises during the coming year, no increase in advertising rates is contemplated before July 1962. And then, when new rates are announced, there will be no increase in the rate per page per thousand.

The Editorial Viewpoint . . .

Squabbles Over Numbers

It is a little saddening to see the three women's magazines trading verbal blows over circulation numbers, cost per thousand, newsstand sales, and various related items.

While competition among the leading national magazines has been as intense as in any other area of advertising media, it has also on the whole been clean and fair, and gentlemanly, if one may use such a Victorian term to describe a present-day business condition. It is not pleasant to see it change, even a little bit.

As the system operates presently, broadcasting is almost entirely a numbers game; nothing much counts except the rating and the cost of the show. In newspapers and other major media it is pretty much the same thing; the only thing that really seems to count in most instances is the cost-per-thousand.

In magazines, while advertisers certainly have not ignored numbers, they have been inclined to give a little less weight to numbers alone and a little more weight to a variety of other factors, including the type of audience delivered, the atmosphere generated by the publication, and a number of other intangibles.

If media buying is indeed a matter of pure mathematical computation, in which a figure purporting to be the "total audience" is divided by the cost-per-commercial-minute or the cost-per-page, then surely there is no need for complete and complex and intelligent media organizations. Either one of two things would happen: All the business would gravitate toward the one medium with the lowest rate; or all rates would tend to be identical, with the result that media choices could be made as intelligently (and much more cheaply) by flipping a coin or spinning a wheel.

Numbers are clearly important. But they can never be the total answer to any media problem. And the buyers of advertising who have encouraged the race for numbers are likely to discover that they are performing a disservice to themselves, their clients, and the entire advertising field when they push too hard for bigger and bigger numbers.

Almost all the ills that can be attributed to all types of advertising media would be substantially lessened if buyers would stop pushing for that last 10% in circulation or viewing that tends to break the back of media. If buyers were willing to settle for more nearly natural circulation and ratings, costs would probably go down and everyone might benefit.

More Halls, Less Trouble

More broadcast clients like Joyce Hall, president of Hallmark Cards and sponsor of the "Hallmark Hall of Fame," would undoubtedly mean less trouble for broadcasters in Washington and elsewhere.

As Mr. Hall told *TV Guide*, "I'd rather hold the attention of 8,000,000 people than bore 28,000,000. A sponsor can't expect commercials to do a job for him if the rest of his program offends the intelligence or good taste of his audience, but a lot of advertisers overlook that principle of merchandising . . .

"I'll never sponsor a western, a private eye or a situation comedy glamorizing idiots. I can't get a kick out of copying what 40 other fellows have done. I want to look people in the eye without cringing the day after a show."

As we said, more clients like Mr. Hall would undoubtedly result in less criticism of television—for a while. But there are some people who prefer westerns and private eyes to Shakespeare and operettas, at least some of the time.

So Mr. Hall's picking the programs wouldn't necessarily solve anything either. Our personal choice continues to be a system in which the broadcasters themselves pick the entertainment and answer the critics, and the advertisers stay out of the process, just as they do in print media.

Admen, Women and Alcohol

John Orr Young's current advertising letter says that advertising has a "bottle-shaped image," and that its practitioners are considered among the foremost consumers of liquor and other spirituous drinks. This, says Mr. Young, he deplores. And he adds:

"ADVERTISING AGE contributes so much good to advertising, yet it consistently publishes hundreds of photographs of advertising groups, the men and women of which are all clutching cocktails or highball glasses. It's none of my business if they want to drink, but it doesn't do advertising any good thus to publicize its practitioners."

Just for the fun of it, we inventoried last week's issue in this regard. We printed 21 pictures of groups of people in the issue, five with drinks visible, 16 without. There were 12 people in the five with-drink pictures, and 60 in the 16 without-drink ones.

Whether this is a higher percentage than would be found in other businesses we do not know. But, in general, we agree with Mr. Young that the image of the adman tends to include a drink of some kind. And we agree, too, that this image is not a good one for the business. We suggest, however, that the image arises far more from the smart-aleck way admen like to talk about themselves, than from any particular pictures appearing in this family journal.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha

"He feels insecure . . . says he never sees anyone advertising for a vice-president."

What They're Saying . . .

Space Problems

Those who know their space medicine predict that the commuter between earth and moon is going to need a great deal more psychiatric aid than the daily traveler on the New Haven Road. The reason is that man in space will suffer from what is called sensory deprivation. A seat by the window of a space-age smoking-car will do little to make up for the fact the astronaut is isolated from the sights, sounds, and other sense reactions he knows on earth.

Scientists have not had to wait until now to study the effects of sensory deprivation. Persons cut off from the normal world by a variety of circumstances, such as shipwreck, lonely military duty, or even head or eye surgery have long demonstrated the results of such privation. They not only get lonely and bored, and sometimes even hostile. They also suffer severe and strange hallucinations. After Air Force tests, some subjects reported seeing little men running all over the instrument boards.

Thus, the space traveler is likely to give the girlie who continually dreams she is going some place in her Maidenform bra a run for her lingerie. Naturally, specialists in space medicine hope to bring the situation under control. A place to start would be with a rocket-powered couch. Just relax there, Buck Rogers, and tell the nice doctor all about it.

—From an editorial in the Hartford, Conn., Courant.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

FDA has seized some packages of Quaker's Puffed Rice and Puffed Wheat, apparently because the puffer puffed in too much air.

Who would have thought that food shot from guns would be the object of legal crossfire?

•

Walter Brown says figures on cost-per-thousand compiled by means of a Monroe calculator have produced the new "Monroe doctrine" in time buying.

That's too good a slogan to be applied to just one industry.

•

"Continental Tobacco to sell self-lighting cigaret after Jan. 1," the story says.

Is it possible matches and cigaret lighters may be the victims of technological obsolescence?

•

A federal district judge objects to the deal which will enable CBS to televise National Football League games for all of its members.

They didn't compete separately for the business, but they don't compete with each other for attendance at their games, either.

•

Tyrus Raymond Cobb, the greatest baseball player in history, was smart in a lot of other ways, too. He invested most of his early earnings in the stock of Coca-Cola Co., and ended up a multi-millionaire and philanthropist.

•

"I'd rather hold the attention of 8,000,000 people," remarks Joyce Hall, the greeting card king, "than bore 28,000,000."

In tv bored viewers don't hang around very long.

•

In its series on "Great institutions built on integrity," Station KWTV salutes the *New York Times*.

All communications media, it seems, are sisters under the skin.

•

"Women love to be wooed in the daytime!" exclaims NBC Television Network.

Some women love to be wooed any time.

•

"Would you rather share risks and profits than have just a comfortable salary?" asks an agency looking for an account man.

How great the risks—how large the comfort?

•

Miami is different from Los Angeles, Storer Broadcasting Co. points out.

Just as different as Surfside 6 is from 77 Sunset Strip.

•

A classified ad is addressed to an advertising agency experienced in land promotion.

Chances are that it should know more than, "This is my own, my native land."

•

Kimberly Kay Kirkland, nine months old, is offered by the *Minneapolis Star & Tribune* as a good example of the new face of the Upper Midwest.

She's already an important consumer of a lot of advertised products.

COPY CUB.

Because The Washington Post provides better results for advertisers at the lowest cost per 1000 circulation, it publishes more retail, general, automotive, financial, classified and total advertising than any other Washington paper.

Media Records, First half, 1961

The Washington Post

Reds Show Air Might; Norstad Cites Unity Of West on Berlin

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

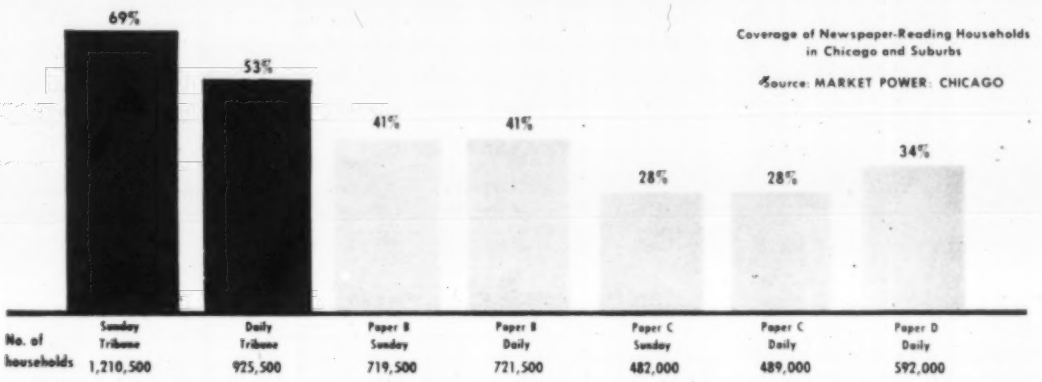
Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San. Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly; Member, Metropolitan Sunday Newspapers, Inc.

Only the Chicago Tribune provides these grocery product advertising top sales

1 You reach your largest audience with the Tribune

Hundreds of thousands more families can respond to your advertising



In Chicago and suburbs, you can reach 1,210,500 households with the Sunday Tribune; 925,500 with the Daily Tribune. This is hundreds of thousands more in this market than the average audience of any television show, any radio program, any magazine or any other Chicago newspaper.

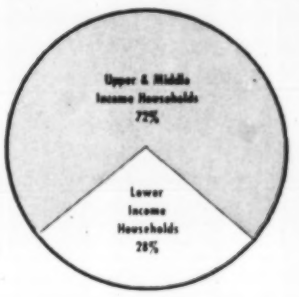
A sizeable number of these families cannot be reached with any other Chicago newspaper. 639,500 read no Sunday paper but the Tribune. 304,000 read no daily paper but the Tribune.

A bigger audience is one of the bigger advantages of using the Tribune in Chicago. Hundreds of thousands more families can read and respond to your selling story.

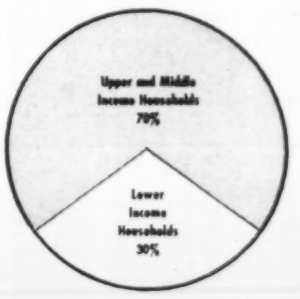
2 You reach a audience with

More middle and upper income per advertising dollar

SUNDAY TRIBUNE
Total Households: 1,210,500

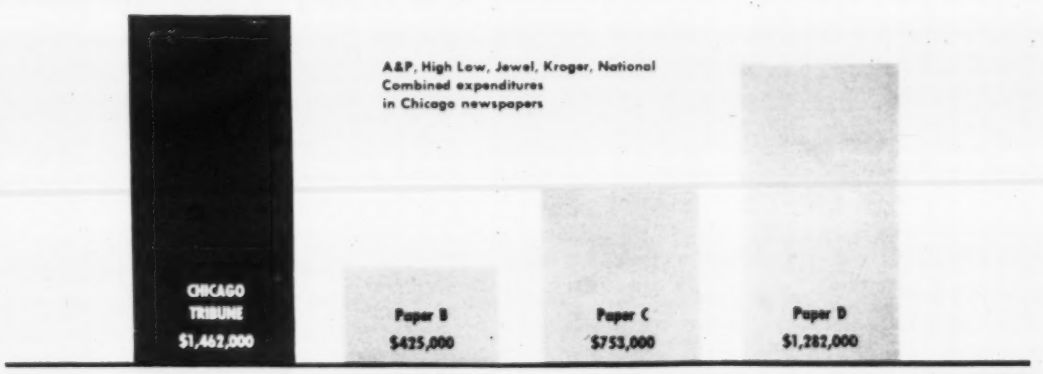


DAILY TRIBUNE
Total Households: 925,500



4 Leading chain stores spend more in the Tribune

Tribune carries a record 932 pages of retail grocery advertising


A&P, High Low, Jewel, Kroger, National Combined expenditures in Chicago newspapers
CHICAGO TRIBUNE $1,462,000
Paper B $425,000
Paper C $753,000
Paper D $1,282,000

Source: Media Records, Inc.
Chicago Tribune Linage & Expenditure Div.

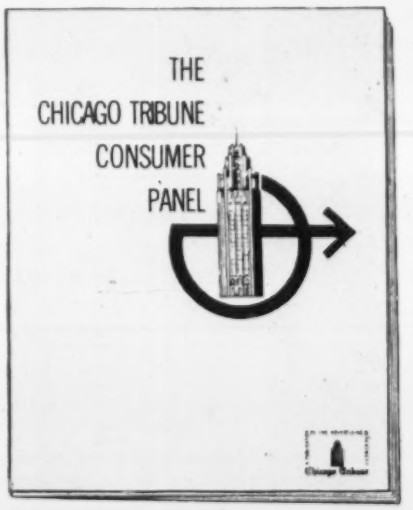
In many markets, retail grocery advertisers traditionally favor evening newspapers. But the tradition is crumbling in Chicago as the Tribune makes substantial gains in retail linage.

The Tribune scored an important first in 1960 with Chicago's top corporate chains—A&P, High Low, Jewel, Kroger and National. Their combined advertising expenditures in the Tribune totaled $1,462,000—14% more than in any other Chicago newspaper.

Your food advertising in the Tribune appears in the same newspaper where retail grocers last year placed an all-time record of 2,300,000 lines of advertising—the equivalent of 932 full pages.

5 Chicago Panel helps marketing

Regular reporting provides constant



Dollar for dollar of your its superior selling power

More readers...more advertising...more results—

six essential benefits to give your performance in this important market

bigger spending the Tribune

families mean greater sales

Facts developed by the Chicago Tribune Consumer Panel show that people spend more for groceries as family income goes up. Especially for high profit convenience foods.

The best way to reach these better customers is with the Tribune. Middle and upper income families make up 72% of the Sunday Tribune audience and 70% of the Daily Tribune audience in Chicago and suburbs.

The average grocery bill in Daily Tribune households tops $18 million a week—$4 million more than is spent by readers of any other Chicago daily. Result: Advertising in the Tribune produces more sales volume for every dollar you invest.

Source: MARKET POWER: CHICAGO

3 Tribune is first choice of general food advertisers

National linage leadership is solid proof of results

In 1960, as in 1959, general food advertisers placed more advertising in the Tribune than in any other U.S. newspaper—a total of 1,538,340 lines. This represents an advertising investment of over $4,000,000—more than was spent in all three other Chicago papers combined.

In a market as big as Chicago, these advertisers carefully consider their choice of newspapers. When they consistently make the Tribune their first choice, as they have for the past 25 years, you can be sure that it produces top sales results.

Four million dollars worth of advertising and 25 years of leadership are convincing proof of the Tribune's selling power.

LEADING NEWSPAPERS IN GENERAL FOOD ADVERTISING, YEAR—1960

	LINAGE
1. CHICAGO TRIBUNE—M & S	1,538,340
2. MILWAUKEE JOURNAL—E & S	1,503,339
3. LOS ANGELES TIMES—M & S	1,462,378
4. PHILADELPHIA BULLETIN—E & S	1,412,414
5. PITTSBURGH PRESS—E & S	1,354,629
6. CHICAGO DAILY NEWS—E	1,325,839
7. DETROIT NEWS—E & S	1,310,285
8. TORONTO TELEGRAM—E	1,285,694
9. DENVER POST—E & S	1,208,799
10. SYRACUSE POST STANDARD—M & S	1,217,113

Source: Media Records, Inc.

Tribune Consumer you plan your strategy

check on buying activity

The Tribune's famous Consumer Panel helps you spot developing trends in buying habits, in distribution, in product usage. It gives you precise answers to such vital questions as:

How many housewives buy my brand? In what sizes? In what stores? When? What's my share of market? How much was purchased on special deals? Where do competing brands stand? Are they gaining?

Chicago Tribune advertisers and their agencies receive regular Panel reports without charge. Ask a Tribune representative for a free copy of a 32-page booklet about the Panel. Or write: A. W. Dreier, General Advertising Manager, Tribune Tower, Chicago 11, Ill.

6 Tribune offers a wide choice of sales packages

You can select the ones best suited to your needs

The Weekly Illustrated Food Guide. Every Friday. Big pictures, illustrated features and uncluttered page layouts invite and get greater readership. And there's more to read—80% to 140% more editorial content than other Chicago food sections.

Chicago Tribune Magazine. Every Sunday. Read by 95% of the women in Sunday Tribune families. An established food medium which carried 442 pages of general food advertising in 1960. Rotogravure printing assures quality reproduction.

TV Week. Every Saturday. Week-long life and frequent use in the home. Ad readership is high; rates economically low. Printed rotogravure on smooth paper. Full color available.

ROP Color. Daily and Sunday. The most powerful selling force in print. Tribune has had 25 years experience in printing full color, last year published more general advertising in color than any other paper in the U.S.

Sunday Comics. High readership (83% of all adults) and high visibility make Tribune comics advertising one of the best buys for your money. Full color impact for an amazingly low cost. Highly merchandisable, too.

advertising budget, The Tribune can move more merchandise for you in Chicago. Why not put to work with a planned, consistent advertising program? Call a Tribune representative today.

THE TRIBUNE GETS 'EM IN CHICAGO!

B. F. Goodrich Launches Push

B. F. Goodrich Co., Akron, O., has launched a tire sales program designed to make salesmen of its employes and retired employes across the country. Employes participating in the program, called "Spread the Word," will be awarded prize points for each dollar of BFG brand tire sales resulting from a customer referral or personal purchase. Points can be exchanged for a variety of merchandise awards. The campaign will extend through Dec. 15.

KGUN-TV Names Duncan, Reed

KGUN-TV, Tucson, has appointed Pat Reed, formerly with KOLD-TV, Tucson, promotion and publicity manager, a new post, and Howard D. Duncan Jr. sales manager, succeeding Ben Slack, who has resigned. Mr. Duncan formerly was general manager of WEHT-TV, Evansville, Ind.

ATTENTION:
Air Travel Card Holders!*

5% DISCOUNT ON EVERYTHING YOU BUY
ATCC PUTS REAL MONEY IN YOUR POCKET

That's right. Air Travelers Credit Card gives you 5% right off the top. Each month you or your company receives a 5% discount on all charges billed by Air Travelers. Cash and other credit cards are virtually eliminated. It's easy to calculate the savings each year merely by figuring 5% of what you spend; however, when estimating what the 5% will amount to, don't forget that in addition to the normal goods and services available on other cards, such as: transportation, restaurants, rental cars, lodging and gasoline, the ATCC CARD IS GOOD FOR THE PURCHASE OF PRACTICALLY EVERYTHING INCLUDING: AUTOMOBILES (ANY MAKE), CLOTHING, GROCERIES, INSURANCE, AND ALMOST ALL HOUSEHOLD ITEMS.

$250.00 CASH ANYWHERE ANYTIME

WE GUARANTEE YOUR CHECK! Through our member merchants, your check is good up to $250.00 anywhere anytime. This service alone justifies the annual fee.

PRESTIGE *PREFERENTIAL TREATMENT WHEREVER YOU GO*

People know who you are. Maitres de take notice, and those hard-to-get reservations seem to open up.

YOU HAVE EXCELLENT CREDIT

The excellent credit relations that have been established enable us to issue the ATCC card exclusive of the familiar expiration date plus extend a discount which represents our savings on losses that may be sustained on average credit.

* ANY AIR TRAVEL CARD USER QUALIFIES INDIVIDUALLY OR AS A COMPANY, even though his Air Travel Card is issued in a company name. No deposit or credit information if you carry an Air Travel Card. In the event that you do not carry a card, upon receipt of the customary $425 deposit and the completion of a credit investigation, your ATCC card will be issued — or contact your favorite airline for an Air Travel Card.

Air Travelers A T C C **Credit Card, INC.**

CLIP AND MAIL IMMEDIATELY TO: HOLLYWOOD 28, CALIFORNIA

AIR TRAVELERS CREDIT CARD, INC.
HOLLYWOOD 28, CALIFORNIA

My Air Travel Card Number is: _____

CHECK ONE
- ☐ Company Account Statement to Office
- ☐ Personal Account Statement to Office
- ☐ Personal Account Statement to Home
- ☐ I do not have an Air Travel Card. Please Send Application.

Name _____
Home Address _____
City _____ State _____
Firm Name _____
Office Address _____
City _____ State _____
☐ $25 Fee Enclosed ☐ Bill Me
Applicants Signature _____

If applying for more than one card, print other names and addresses on a separate sheet.
Fee, $25 each card per calendar year. My application is submitted, subject to acceptance, rules, and regulations of Air Travelers Credit Card, Inc.

*Air Travelers Credit Card has no connection in any way whatsoever with The Air Traffic Conference of America, The International Air Transport Association, Universal Air Travel Plan, or any airline.

Darrow Robertson Carling

PR FACULTY—*Philip C. Carling, vp, Batten, Barton, Durstine & Osborn, and Richard W. Darrow, exec vp, Hill & Knowlton, public relations counselor, serving as faculty members at the fourth national public relations training conference of the Boy Scouts of America at Cimarron, N.M., confer with Rebel L. Robertson, national public relations director of the Boy Scouts of America.*

Apple Is Own Best Ad, but Farmer Has to Pay Tax Anyhow

ALBANY, July 25—Fruit grower Willard Rhodes, who says apples are their own best advertisement, has paid his share of a special tax to finance apple advertising.

An Ulster County deputy sheriff accompanied him to a state agriculture department hearing to which Mr. Rhodes had been summoned by order of a state supreme court justice.

Mr. Rhodes, a resident of Clintondale, had failed to respond to two previous hearing summonses.

He had contended that "apples do not require advertisement—they have eye appeal; when someone sees a red, juicy apple in a store, he's going to buy it, with or without advertisement."

Mr. Rhodes also had contended that the tax, used to finance promotion of New York state apples, was unconstitutional and un-American.

■ The tax ranges up to 3¢ a bushel and produces about $300,000 annually. It is collected by apple grower associations, with the state acting as the enforcing agent. It was voted into effect two years ago by approximately 1,200 growers who produce 90% of the apples here, the state said.

The amount of tax Mr. Rhodes paid was not disclosed. =

Young Adds Six Stations

Young Television Corp. has been named national representative for WHTN-TV, Huntington, W. Va.; WUSN-TV, Charleston, S.C.; KBAK-TV, Bakersfield, Cal.; WKOW-TV, Madison, Wis.; and WKST-TV, Youngstown, O. WKOW-TV formerly was handled by Bolling Co.; WHTN-TV was represented by Blair Television Associates; and WKST-TV was handled by Weed Television Corp. KBAK-TV was handled by Select Station Representatives in eastern cities and Weed in midwestern and West Coast cities. Select also handled WUSN-TV in eastern cities and Bolling handled it in New England, the Midwest and West Coast. Adam Young Inc. has been named to represent WEOK, Poughkeepsie, N.Y., previously handled by Everett-McKinney.

the newspaper with 2 HOUSES AT THE BEACH

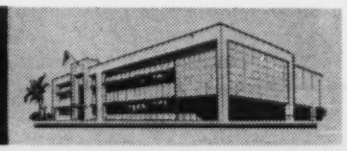
That's right . . . two modern, fully equipped houses, one on the beautiful Indian River, the other on the ocean at New Smyrna Beach.

- Why do we have them, what do we do with them?
- We give them to our department heads, our supervisors and our foremen for their summer vacations, fishing trips or just plain beach lolling.
- We pay our employees good salaries and wages plus we also spend half a million a year on fringe benefits . . . a pension plan . . . profit sharing . . . life and health insurance . . . free parking.
- We also print two good newspapers . . . with the most typesetting machines of any paper in Florida . . . on more pages than any other paper in Florida . . . with more news content* than any other combination morning-evening newspapers in the United States.

*Source: Media Records

MARTIN ANDERSEN
Editor/Owner/Galley Boy/Innkeeper

Orlando Sentinel-Star
ORLANDO, FLORIDA



Why is it that few men will turn their backs on business publications they pay for?

You can answer this question along with another we are sometimes asked at McGraw-Hill: Is it true that some people don't pay for their own subscriptions?

We regard it as a certain mark of distinction that 15% of the subscriptions to our publications are ordered and paid for by companies. (How many corporations do you know of that will purchase for key personnel without making some attempt to measure a publication's usefulness, especially when they must pay for periodic subscription renewals?)

As a recent Laboratory of Advertising Performance study brings out, another 16% of subscriptions are requested *by the individual* and paid for by the company. The subscriber himself orders and pays for 67% more, leaving only 2% in miscellaneous categories.

Thus, 83% of McGraw-Hill's subscriptions are delivered at the request and initiative of the individual who *wants to read* the publication. And as long as it matches his job interests, serves his needs, helps him solve problems and compels his continuing attention, that publication will usually be worth reading . . . worth paying for.

Any way you look at it, you have to recognize this fact—no subscription payment is likely without the *desire to read* that business publication being present.

This desire adds up to over $6,000,000 in yearly subscription income. If you are an advertiser in any McGraw-Hill publication, the men you want to reach are literally paying to reach you.

McGraw-Hill PUBLICATIONS

McGRAW-HILL PUBLISHING CO., INC.
330 WEST 42nd STREET, NEW YORK 36

Few men are willing to turn their backs on anything they pay for. McGraw-Hill publications are selected and bought by over one million key men in business and industry who want the best in editorial service.

GET TOUGH!

Firm up your business by advertising to the *premium* male market in ELKS MAGAZINE

*Starch Consumer Magazine Report, 1961

If your business is slow to respond as the economy turns up—try a promotional push to the affluent, acquisitive Elks market. Elks are among the nation's top earners . . . with a high $8,709 median income*. They are mature heads of households who own and buy just about everything at a record rate*.

Nearly ½ are business owners, officials or professional men—well paid, well housed, well traveled community leaders. Advertising to Elks is smart. They are proven buyers—with the temperament and the means for making consistently large scale expenditures on business, shelter, apparel, leisure, luxury and service items.

Get tough with your ad dollar. Squeeze it for all it's worth with sales messages in ELKS MAGAZINE . . . the only publication designed to exclusively reach, influence and sell the dynamic Elks group. The cost—about ½ that of other leading Men's books.

CIRCULATION.....1,285,420 (ABC 12/31/60)
C/P/M.....$2.37

THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

YOU MAY NEVER BE CHESS CHAMPION FOR 28 YEARS*—

BUT... WKZO-TV Is Your Best Move To Bigger Audiences In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
February 20-March 19, 1961

STATION TOTALS	Homes Delivered		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	48,400	34,000	58.7	41.3
Noon-3 p.m.	65,900	53,800	55.0	45.0
3 p.m.-6 p.m.	56,400	71,900	43.9	56.1
Sun. thru Sat.				
6 p.m.-9 p.m.	155,600	96,800	61.7	38.3
9 p.m.-Midnight	138,200	66,200	67.6	32.4

WKZO-TV reaches far more homes—monthly, weekly, daily—than any other Michigan station outside Detroit. It delivers more homes than Station B in 105 of 112 quarter hours surveyed, Sunday through Saturday, 6 p.m.-10 p.m. (NSI, see left). And WKZO-TV serves *both* Kalamazoo and Grand Rapids—each is among America's 55 fastest-growing markets in population and households.

When you make your move in Kalamazoo-Grand Rapids, make it with WKZO-TV! Then *if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.*

Sources: NCS No. 3, NSI (see box), Television Magazine.

**Austrian Wilhelm Steinitz held the world chess championship for 28 years — the longest ever.*

The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

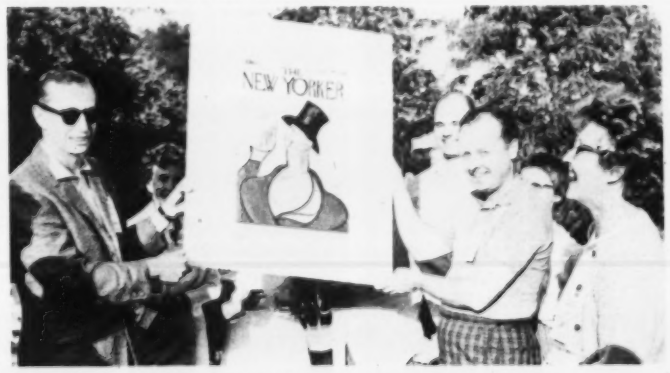
Proud papas, studious sons: Gen. Douglas MacArthur presented a citation from the National Football Foundation and the Hall of Fame recently to Dan O'Grady Jr., son of **Dan O'Grady Sr.**, head of BBDO's outdoor department. Dan Jr.'s record at Leonia, N. J., high school included varsity letters in three major sports and a scholastic average of 90. He enters Yale this fall . . . **John M. Lyden's** son, John P. (father is vice-chairman of the board at Ted Bates), was captain of Harvard's Eliot House crew, which made one of the best showings of any American entry in the Henley Regatta at Henley-on-Thames, England. Graduating magna cum laude this term, young Lyden enters the college of physicians and surgeons at Columbia University this fall . . .

Metzger J. Bowman Byer G. Bowman

REPEAT CHAMPIONS—*Repeating as champion of the Columbus Radio-TV Golf League for 1961 was Byer & Bowman. Shown admiring the winning team and the individual trophies are John Metzger, captain; John Bowman, league medalist; Howard Byer; and Gus Bowman Jr.*

Autumn weddings: There'll be no name change when **Alison Stewart** marries Robert Stewart in September. She's a metropolitan sales representative with Reuben H. Donnelley Corp., New York . . . Sept. 23 is the date set by Philadelphians **Patricia Hofman** of N. W. Ayer's radio-tv department and **Fred H. Landmann,** ad manager of *Food Engineering* . . .

Copywriter **Ernest Chambers** has left Lawrence C. Gumbinner Inc., New York, to join the new "Bob Newhart Show" (NBC-TV) as a staff writer. He's been edging over to the entertainment world for some time: He wrote sketches for the recent Carol Channing Broadway venture, "Showgirl"; currently has some skits at Julius Monk's Upstairs at the Downstairs; has written material for Leonard Sillman's forthcoming "New Faces"; and has just completed the book for an off-Broadway musical, "No Law Against Love," which goes into production next month . . .



LAST ROUNDUP—*The annual MacManus, John & Adams outing at Bloomfield Hills, Mich., was also a farewell for Mr. and Mrs. Bob Garrison (right foreground). Bob was transferred to MJ&A's New York office to take charge of all account operations. Charles F. Adams, exec vp, presented the Garrisons with a color reproduction of a New Yorker cover with Bob's face substituting for the original, a dummy of the New Yorker revised with gags and cartoons, and an engraved silver tray.*

Sydney H. Eiges, "dean of NBC vps," is celebrating his 20th anniversary with NBC. He's been a vp since Oct. 3, 1947—longer than any other NBC official. He's now vp of public information . . .

Lloyd R. "Larry" Lawrence, advertising sales manager of *Product Engineering*, becomes vp of development for Colgate University in August . . .

Summer brides in New York: Louise Butler, daughter of J. Walter Thompson vp **Aldis Butler,** was married July 8 to Bruce K. Johnson . . . Margaret Moyer and **Duncan Bennett,** with Curtis Publishing, Boston, were married July 15. Duncan is the son of **Victor A. Bennett,** head of his own New York agency . . . **Linda Christenson,** with Hicks & Greist, was married July 15 to Anthony Pilaro . . . A September bride will be **Elizabeth Anne Mattas** of Benton & Bowles, who is engaged to **Warren A. Dechter** of Compton Advertising . . .

"Burning the midnight oil?"

"Yes. Trying to keep up to date."

"Quite a problem."

"Sure is, what with all the fast changes in business, government, technology. But the boys in metalworking have an easy answer."

"What's that?"

"Their management people... whether they're in administration, engineering, production or purchasing... can keep up to date by reading just one weekly magazine!"

"Good! What's the magazine?"

"The same one it's always been...the IRON AGE."

IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

NFL Asks Judge to Delay Ban on Its Contract With CBS So Clubs Won't Lose All TV Income

PHILADELPHIA, July 26—The National Football League last night asked the U.S. district court to suspend until Dec. 31 its ruling of last Friday invalidating the league's $9,300,000 television contract with CBS (AA, July 24). The petition was filed with Judge Allan K. Grim, who had issued the ruling.

The petition said many member clubs face "complete loss of tv coverage and income" as a result of the ruling. Such a loss by even a single club in the league, the NFL stated, would have "serious effects on the operations of the league as a whole."

Arguments on the petition were set for 11 a.m. tomorrow. Francis W. Sullivan, attorney for the league, brought the action.

Mr. Sullivan said he is seeking a temporary suspension of the order to permit the league to carry out at least the first year of its two-year contract with CBS to televise all of the league's games.

■ The petition filed last night also asks a review and modification of a 1953 order on which the judge had based his ruling. That order said, in effect, that the NFL and member clubs had the sole right to determine areas within which telecasts of their games might be made.

The new CBS contract pooled tv rights of all clubs and turned them over to NFL Commissioner Pete Rozelle to be sold in a single package to a sponsor who picked what games would be telecast.

The Justice Department contended this was in violation of Judge Grim's 1953 ruling.

In the new petition the NFL claimed that similar pooling arrangements are being used by the National Basketball Assn., the American Football League, and the National Collegiate Athletic Assn.

It asked further that Judge Grim give the league a guide that it could use in drafting tv contracts and also requested a "reasonable adaptation of the antitrust laws to unique television problems of a sports league."

■ The league claimed that permitting other sports leagues to operate with similar contracts and without challenge puts the National Football League at a disadvantage.

The Justice Department, meanwhile, announced it is beginning a study of all package tv agreements involving organized sports. A department spokesman said other package contracts, while similar to that of the NFL, were far from identical.

The NFL claimed that its CBS contract would give all of its 14 members an equal chance for tv earnings. Otherwise, it said, if individual contracts were negotiated, the top four or five teams would get the lion's share of the income.#

Levitt Joins Lippincott

Theodore Levitt, a member of the faculty of the Harvard University graduate school of business administration, has joined Lippincott & Margulies, New York, as a member of its plans board.

Gemco Joins Curtis Winters

Gemco Inc., Los Angeles, has named Curtis Winters Co., Los Angeles, to handle its advertising. The company is a subsidiary of Hupp Corp., maker of aircraft and missile ejection systems.

Rubbermaid Appoints Kotouch

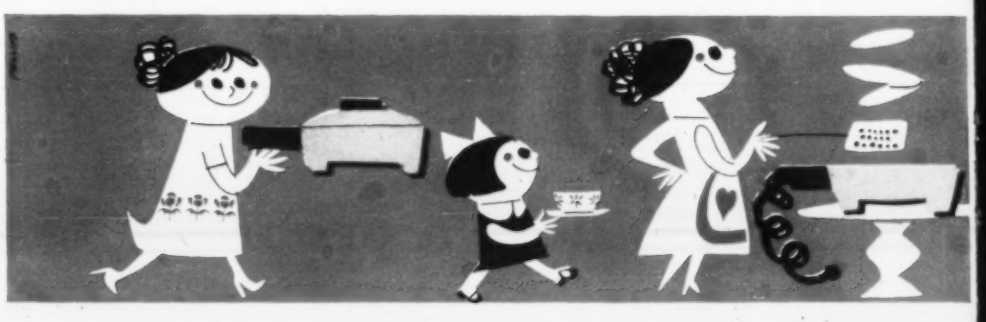
Gene A. Kotouch formerly an account executive with Batten, Barton, Durstine & Osborn, Pittsburgh, has been named divisional merchandising manager of Rubbermaid Inc., Wooster, O.

Amerathane Names Morse

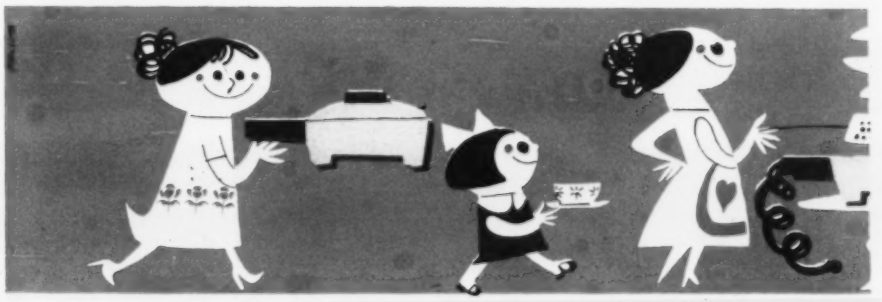
Amerathane Industries, Brooklyn, a new company, has named Albert L. Morse & Co., New York, to handle its account.

Digest
520
chances-to-sell per dollar

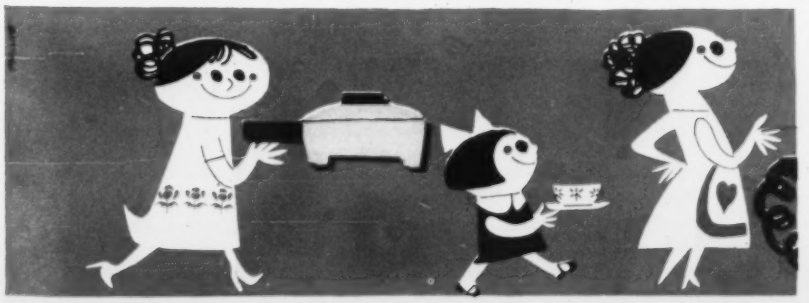
Post
298
chances-to-sell per dollar



Look
234
chances-to-sell per dollar



Life
192
chances-to-sell per dollar



ONLY AT BACON'S

Every item clipped as published . . . original clippings only

Complete clipping coverage of business, trade, farm and consumer magazines

Every item as published—original clippings only . . . double-check editing insures against unwanted material . . . 100% accurate reading list, revised daily . . . specialized reading, market-by-market. All this *only* at BACON'S, your key service for complete reliability on magazines.

BACON'S PUBLICITY CHECKER for 100% accurate release lists

Easy to use. Quarterly revisions keep you 100% up-to-date. Over 3500 listings in 99 markets. 368 pages. $25.00. Sent on approval.

BACON'S CLIPPING BUREAU
14 East Jackson • Chicago 4, Illinois
Telephone: WAbash 2-8419

General Mills Launches Total

General Mills, Minneapolis, is introducing a new breakfast cereal called Total. A 1 oz. serving of the wheat flakes cereal provides the minimum daily adult vitamin requirements established by the government, the company said. A campaign featuring color page ads in newspapers, starting in Cleveland and Cincinnati, and Sunday supplements and heavy spot tv support will break in August. Dancer-Fitzgerald-Sample is the agency.

Dental Plan to Crestwood

Dental Insurance Plan has appointed Crestwood Advertising, New York, to handle its group dental care program. New York newspapers, television, radio and direct mail will be used. Billings are expected to be around $150,000. Laurel Advertising is the previous agency.

Robert Marley Retires

Robert C. Marley, vp and secretary of Aubrey, Finlay, Marley & Hodgson, Chicago, will retire July 31. He joined the agency—then Aubrey, Moore & Wallace—as a copywriter in 1940. When the present company was formed in 1951 he was named a director and officer.

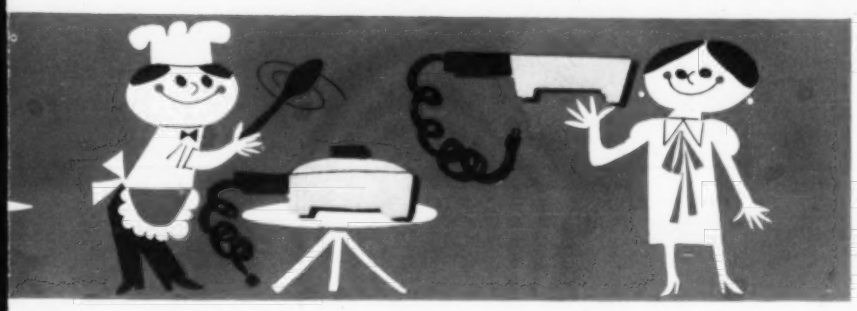
Dorsey Names Jordan, Sieber

Dorsey Laboratories of Lincoln, Neb., a division of Wander Co., has appointed Jordan, Sieber & Corbett, New York and Chicago, to handle advertising for two new products.

Thomas Joins Broiler Council

Merle J. Thomas, former agricultural counsel of Kroger Co., Cincinnati, has been appointed director of merchandising for National Broiler Council, Richmond, Va.

FASHION TIME—*This is the opening page of a seven-page, four-color joint ad by Westclox and Handmacher Inc., suit manufacturer, in the August Mademoiselle. Hicks & Greist, Westclox agency, is handling.*



double your
chances-to-sell
electric fry pans

—or other electrical housewares—with each dollar you invest in the Digest

Every time an advertisement is looked at, it has a *chance-to-sell*. Nationwide research by Alfred Politz has measured these *chances-to-sell* to people in families which bought electric fry pans recently:

In the Digest:	22,611,000
In the Post:	13,191,000
In Look:	9,797,000
In Life:	9,039,000

Chances-to-sell to these buyers per dollar, with a 4-color page, are illustrated at the left. Again there's nearly a two-to-one spread . . . typical of the advantage you get advertising any type of product in Reader's Digest.

What about TV? Because TV audiences have not been measured accurately for product prospects, here is a comparison based on *chances-to-sell* to the *entire* audience: a 4-color Reader's Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar; TV provides only 17,419,000 or 613 per dollar (with a commercial minute on the average nighttime network television program).

People have faith in
Reader's Digest

What they see on
WJAC-TV

THEY BUY!

Smart advertisers are cleaning up in the Johnstown-Altoona market by using WJAC-TV.
They can't miss! Both ARB and Nielsen rate WJAC-TV tops, month after month. And those statistics represent product-purchasing people, who buy what they see on WJAC-TV.
Advertise your product on WJAC-TV, and get ready for sales action!

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Versatile Adman... Jack T. Holmes

'Way out West, where horizons are broad, creative talent has plenty of elbow room.

One agency man who has taken advantage of this elbow room is Jack T. Holmes, who heads his own agency—Jack T. Holmes & Associates—in Fort Worth.

To his frenetic schedule as an agency man, he has added the following activities:

• He is an avid horticulturist, with a 40′ greenhouse to raise camellias, which he has exhibited in shows throughout the Southwest. He is president of the Fort Worth Camellia Society and also acts as public relations chairman of the Texas State Camellia Society.

• Jack's enthusiasm for oriental culture has infiltrated both his home and office. He has designed and built a Japanese rock garden at his home, and the agency's office shows the Japanese influence with shoji screens, rock garden entrance display, and appointments.

He started out as a freelance writer but currently restricts his writing to articles on gardening and oriental culture.

• Golf is both hobby and business with Jack. One of the agency's clients is Ben Hogan Co., a division of AMF, and he and Ben Hogan are close personal friends, playing golf together regularly. In addition, Jack has been committeeman for the National Colonial Country Club invitational golf tournament for several years.

• A gourmet, he has an active interest in recipes and cooking. He originated and developed some new recipes and ways to serve one of his clients' products, Great Western Foods' ranch style beans.

• As a college student and young man, he developed an interest in the theater. At the University of Texas he participated in collegiate productions with Zachary Scott and other professional actors. He has also performed one season in legitimate summer stock theater.

• And, of course, like any native Texan, he is a skilled horseman.

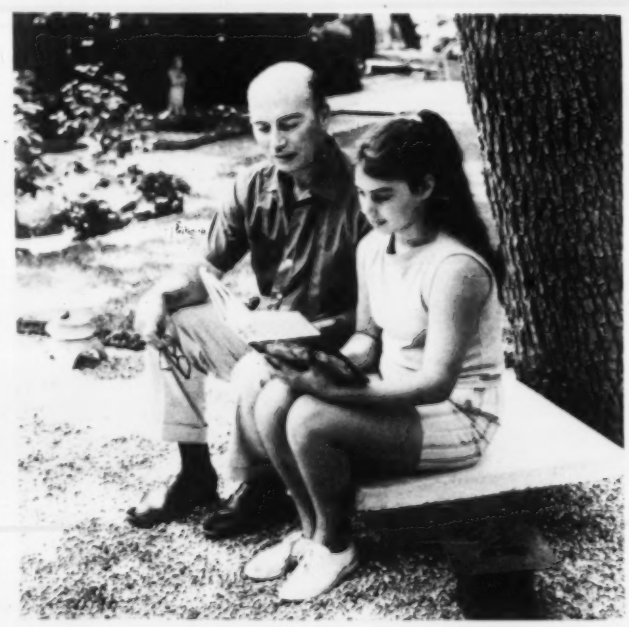
• Talent in the Holmes family is not restricted to the breadwinner. His wife, Jan, studied art and has exhibited throughout the Southwest. She has done a number of portraits on commission. Daughter Nikki is beginning to show interest and talent in another phase of the arts—ballet.

CHALLENGE—*Jack Holmes pots a camellia in a Japanese bonzai container. He has described the growing of camellias, an oriental shrub (they are not referred to as plants), as a challenge, "because not anyone can grow them."*

HORSE TO WATER—*A skilled horseman, Jack Holmes renews acquaintance with Paul B., a two-year-old filly.*

BUSINESS AND PLEASURE—*Jack examines a new Ben Hogan Co. golf club (above) during a discussion of 1962 ad plans with Ben Hogan (right), president, and E. R. Rankin, exec vp and general manager. At left, Jack and his daughter Nikki leaf through a book on oriental gardening in the atmosphere of the Holmes Japanese rock garden.*

EASEL—*Jan and Jack Holmes pause by one of her latest paintings in the studio at their home. Mrs. Holmes studied at the Petersburg, Va., School of Fine Arts and at Midwestern University, Wichita Falls, Tex. A commissioned portrait of the late Richard Kleburg of King Ranch fame now hangs in the King Ranch house.*



St. Joseph's College Plans Food Marketing Academy

St. Joseph's College, Philadelphia, has announced plans to establish a $1,000,000 academy of food marketing, which will provide executive training in food marketing and also will serve as a national research and reference center for the food industry. A two-story building to house the academy will be constructed on the campus. A nationwide appeal will be launched in the food industry to raise $500,000 for construction of the building, plus an additional like amount as an endowment.

Four A's Names Vice-Chairmen

Adolph J. Toigo, president of Lennen & Newell, New York, has been appointed vice-chairman of the committee on government, public and educator relations of the American Assn. of Advertising Agencies. Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York, has been named vice-chairman of the Four A's committee on improving advertising.

Johnson Agency Adds Two

The construction equipment division of Syracuse Supply Co., Syracuse, N. Y., has named Doug Johnson Associates, Syracuse, to handle advertising for all Caterpillar heavy construction machinery in a 32-county area. The Latham, N. Y., office of Doug Johnson has been named to handle advertising for Fiber Glass Industries, Amsterdam.

Lebhar-Friedman to Issue 'Discount Store News'

A new bi-weekly newspaper for discount stores and their suppliers, *Discount Store News*, will be published starting Jan. 1 by Lebhar-Friedman Publications, New York, publisher of *Chain Store Age*. One-time b&w page rate is $623.50. A 10,000 circulation is guaranteed, with subscription rates not yet established. Sales manager is J. Roger Friedman.

The new paper, to be issued every other Monday, will have a specialized staff of field editors, as well as using the editorial resources of the *Chain Store Age* organization.

American Exporter Names Two

Leslie S. Larson, who recently retired as Chicago manager of American Exporter Publications, is now representing the company's publications in Colorado, Oklahoma, Nebraska and Texas. He is located at 1540 Vine St., Denver. American Exporter also has appointed G. Arnold Teesing of Amsterdam its advertising representative in The Netherlands.

'Albumatic' Service Launched

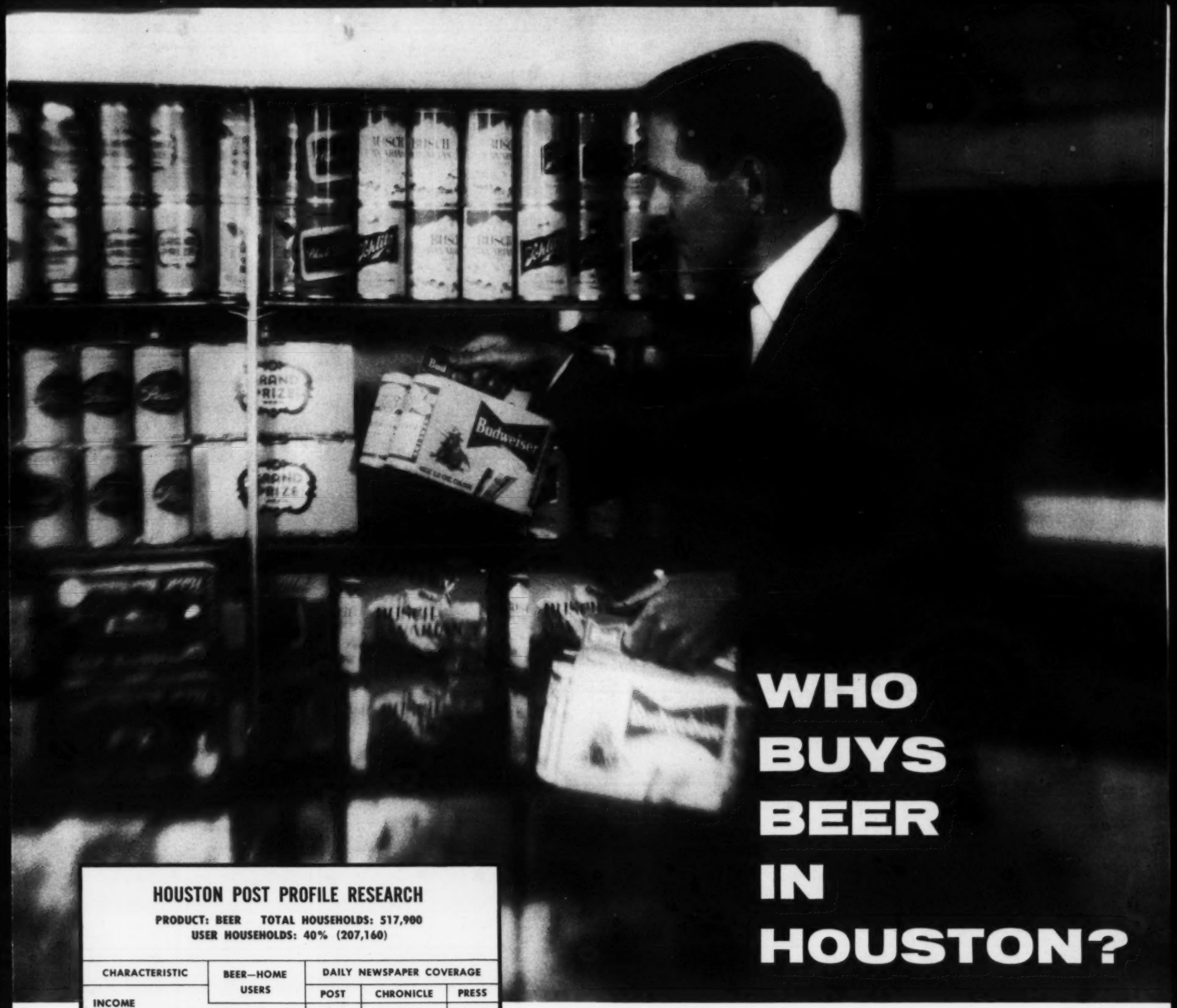
A 24-hour telephone merchandising service called Albumatic has been launched by WERE, Cleveland, in conjunction with the Ohio Bell Telephone Co. and Higbee Co., Cleveland department store. The service plays a portion of Higbee's lp record of the day, gives a detailed description of the record, and takes customers' orders automatically.

Anderson-McConnell Names 2

Martin Smith, formerly with Gardner Advertising Co., St. Louis, has joined Anderson-McConnell Advertising Agency, Los Angeles, as radio-tv director. He succeeds Don Ross, who died of a heart attack July 6. Jack Gilhooley, formerly with Balsam Advertising, has joined Anderson-McConnell as an industrial account executive.

'Globe-Democrat' Sets Drive

The St. Louis *Globe-Democrat* has launched a heavy circulation drive, featuring the theme "five out of six readers buy the *Globe*," with saturation radio and tv spot ads and outdoor displays. D'Arcy Advertising Co., St. Louis, is the agency.



WHO BUYS BEER IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: BEER TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 40% (207,160)

CHARACTERISTIC	BEER—HOME USERS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	23.6%	21%	23%	14%
$3000 - $4999	37.0	32	34	19
$5000 - $6999	48.9	45	39	22
$7000 or more	51.8	59	47	17
AGE (Head of Household)				
Less than 35	49.3%	37%	36%	14%
35 to 50	44.1	39	34	20
50 or more	26.7	36	37	20
FAMILY SIZE				
1 or 2	27.3%	36%	36%	17%
3 or 4	43.7	41	37	20
5 or more	46.6	35	33	18
OCCUPATION				
White Collar	47.0%	49%	42%	20%
Blue Collar, Skilled	40.9	35	35	22
Unskilled & Farm	44.0	28	27	9
Other	17.2	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

Research shows that 40% of the 517,900 families who make up the Houston market buy beer for home consumption . . . and to folks who barrel brew . . . that's a keg-full of suds.

But barrel-sized numbers are only a minor measure of a marketing story.

The real flavor of a market is realized when you look behind the numbers and find the distinguishing characteristics for a particular product and brand. And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells brewers that folks who buy beer for home consumption in the Houston market tend to have higher incomes, fall into the middle and lower age brackets, are members of larger than average family groups and are primarily white collar workers.

It also tells brewers that these same characteristics apply to readers of THE HOUSTON POST.

Whether you're selling beer or breakfast foods, cake mix or catsup, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product or brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER, DAILY AND SUNDAY

Justice Dept. Reverses Stand, Now Asks Okay of Greater Buffalo Press Transfer

BUFFALO, July 26—The Justice Department, in a surprise move, has proposed a plan to allow Greater Buffalo Press Inc. to open its new printing plant at Sylacauga, Ala., to bolster that city's economy.

The proposed plan would still protect against an extension of what the government terms Greater Buffalo's monopoly, government attorneys said.

The plan was accepted, with minor reservations, by Greater Buffalo, but ran into unanticipated opposition from Hearst Corp., which has been labeled a potential competitor of the Buffalo company in the printing of color comics supplements for newspapers.

The net result after a series of conferences was that Federal Judge John O. Henderson adjourned the matter for ten days and said he would not approve the plan unless Hearst accepts it.

■ The government has charged Greater Buffalo and others, including Hearst, with monopolizing the printing and distributing of color comics.

As a preliminary to trial of that suit, the government moved in federal court to enjoin Greater Buffalo from transferring printing operations from its plant in Wilkesbarre, Pa., to the new plant of a subsidiary in Sylacauga (AA, July 24).

It argued that the transfer would permit Greater Buffalo to drive out of business its last competitor in the East, Southern Color Printing Co., Newport News, Va. A temporary stay granted by Judge Henderson now prevents the transfer.

Greater Buffalo was scheduled to begin presenting testimony Tuesday in opposition to the injunction. But the preceedings were halted when Raymond M. Carlson, an attorney for the Justice Department's anti-trust division, disclosed the change in the government's position.

The proposed plan was not made a matter of record, and comment by attorneys was limited.

■ But it was learned that one restriction is that Greater Buffalo can print at Sylacauga the comics for only nine newspapers, which now are printed in Dunkirk, N.Y. All the papers were believed to be located in the South.

Mr. Carlson said the government had changed its position because of strong overtures made to it by Alabama residents concerning the economic depression in Sylacauga and the need for the new plant.

After private meetings of nearly two hours duration, during which the proposal was studied, James O. Moore, attorney for Greater Buffalo, said his client would accept the plan. #

GB&B Gets Cadbury-Fry

Guild, Bascom & Bonfigli has been named to handle Cadbury-Fry Ltd., New York, American division of Cadbury Bros. Ltd. of England, world's largest manufacturer of chocolate products. It was estimated that Cadbury would spend about $200,000 in its campaign in the U. S.

WNEW-TV Appoints Whipple

Peter A. Whipple, previously sales service manager of WTTG, Metropolitan Broadcasting Co.'s Washington tv station, has been named business manager of WNEW-TV, Metropolitan's New York outlet. He succeeds George Bill, who has been appointed assistant treasurer of Metro-Media, the parent company of Metropolitan.

On September 25, AVIATION WEEK and Space Technology will publish one of the most important issues in its history . . . "FORGING MILITARY SPACEPOWER" — USAF SYSTEMS COMMAND ISSUE. For the first time, the complete story of the newly activated USAF Systems Command will be presented to the aerospace industry throughout the world.

The new Systems Command will serve as a single agency to control R&D and procurement of all aircraft, missile, avionic and space systems for the USAF from the idea stage through the time they are in the field ready for use. This concept of a single agency for both systems R&D and systems procurement will have penetrating impact on all aerospace industry companies selling hardware or research services to the Air Force.

The Systems Command will control approximately $15 billion in contracts and annually will award $7-8 billion in new contracts making it the most important single source of aerospace industry business. Further evidence of the impact on industry are policy and procedure changes which can be expected in many areas such as technical approach, contract competition, proposals, cost estimating, management structure and subcontracting.

These are just a few of the important details to be covered in the Systems Command Issue, which will constitute a new handbook in doing business with the Air Force. Teams of AVIATION WEEK editors are now visiting the various bases of the Command for full, complete reports. Detailed edi-

DUHAMEL STATIONS *deliver more*

OF THE LAND OF INFINITE VARIETY

....and the

FASTEST GROWING CITY

in the North Central Region

BY ANY COMPARISON

CBS ABC TV SATELLITE KDUH

Hay Springs, Nebr.

KOTA CBS RADIO CBS-ABC TV

Rapid City, South Dakota

Coley, Preib Join Gypsum

John B. Coley and James A. Preib have joined the advertising staff of U.S. Gypsum Co., Chicago. Mr. Coley was formerly an account executive of Reach, McClinton & Co., Chicago; Mr. Preib was formerly advertising and sales development manager of Athey Products Corp., Chicago.

Madison Advertising Adds 5

Madison Advertising Agency, Madison, Wis., has added five new Wisconsin accounts: Elm Tree Bakeries, Appleton; Flambeau Plastics Corp., Baraboo, Milwaukee and Toronto; Chaney Instrument Co., Lake Geneva; Kast-Rite Silos, Middleton; and Agricultural Records Cooperative, Madison.

McCann Names Belanger

Raymond Belanger, formerly senior account executive of Canadian Advertising Agency, Montreal, has been appointed an account executive with McCann-Erickson (Canada) Ltd., Montreal. The appointment is part of an expansion of the agency's bilingual staff.

Nomura Securities Names Albert Frank-Guenther Law

Nomura Securities Co., Japan's leading stock brokerage house, has appointed Albert Frank-Guenther Law, New York, to handle its advertising in the U.S. Nomura maintains an office in New York. AF-GL services a number of large stock brokers in the U.S.

Desmond Joins Post & Morr

Arthur L. Desmond has joined Post & Morr, Chicago, as director of public relations. Mr. Desmond formerly headed up his own Chicago pr company, Arthur L. Desmond Organization.

PROOF—*A "taste it" ad theme for Barton Distilling's Kentucky Gentleman bourbon will run in Ebony, Life and Playboy between October and December. This is the first campaign for the account by Irving J. Rosenbloom & Associates, which acquired it last Nov. 1.*

MILITARY SPACEPOWER"

USAF SYSTEMS COMMAND ISSUE

SEPTEMBER 25, 1961

torial coverage will be given to procurement, organization, plans and programs, policies, procedures and future technical activities.

AVIATION WEEK is privileged to present this edition to the industry covering our newest and vitally important Command. Prime contractors, subcontractors, suppliers and firms doing R&D work for the Air Force will be extremely interested in this new issue which will lay the groundwork for future contacts with the Command. It will supersede all previous editions on USAF research, development and procurement policies.

Your company is urged to participate by advertising its capabilities and facilities for the furtherance of the defense effort. Write, wire or call collect for space reservations.

Aviation Week and **Space Technology**

A McGRAW-HILL PUBLICATION

330 West 42nd Street, New York 36, N. Y.

SALES MEETING CASINO KIT $69.00

CREATES ENTHUSIASM
PROVIDES ENTERTAINMENT

A WONDERFUL COME-ON
FOR DISTRIBUTOR AND DEALER MEETINGS

$1,000,000 IN PLAY MONEY TO BUY REAL GIFTS ON BIDS . . .

PROFESSIONAL SIZE

CASINO KIT CONTAINS:

A. **WHEEL,** 1 - 40 Numbers, Red, White and Blue - 24 inch diameter.
B. **WHEEL,** 1 - 40 White Numbers on Green Laydown - 120" x 12"
C. **ONE ROULETTE WHEEL,** With Beautiful Red, White and Green Numbers on Green Background - 88" x 36"
D. **CRAPS LAYDOWN,** White Numbers on Green Background 2 Pair Dice With Dice Cup - 51" x 36"
E. **BLACKJACK LAYDOWN,** Green With White Copy - 49" x 36", With One Pack of Cards
F. **$1,000,000 IN PLAY MONEY,** 5,500 One Hundred Dollar Bills, 850 Five Hundred Dollar Bills, 125 Thousand Dollar Bills

SEND CHECK OR MONEY ORDER - - -
OR FOR MORE INFORMATION WRITE

Creative Advertising Co.
CREATIVE ADVERTISING COMPANY
P.O. BOX 307, YORK, PENNA.

WAVE-TV sells 28.8% more Soft Drinks and Confections

— to 28.8% more men, women, teenagers and children!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

Lutheran Laymen's League Will Begin Print Program

The International Lutheran Laymen's League has announced plans for its first venture in print media. The program, "Preaching Through the Press" begins Sept. 24 in the *Sunday* and *Family Weekly*.

Each ad will be aimed at "presenting Christianity in a positive, non-proselytizing fashion," using print media on a national basis; and soliciting requests for free books. Trueblood, Krupnick & Associates, St. Louis, will handle the account.

Bachrack Opens Agency

Stanley D. Bachrack, formerly a partner in the Beverly Hills agency of Culbertson & Bachrack, has opened an agency under his own name at 717 No. LaCienega Blvd., Los Angeles. Accounts he will continue to service include Atlas Leasing Co., Station KABC, Washington Thrift & Loan, Nutrex Inc., and Nethercutt Laboratories, all Los Angeles. Culbertson & Bachrack, which was dissolved June 30.

Brady Adds Wausau Iron

Brady Co., Appleton & Milwaukee, has been named to handle advertising and public relations for Wausau Iron Works.

STARCH TOPPERS—*Quality Bakers' Sunbeam bread poster was the top rated poster in the Starch National Outdoor Ratings for the four weeks ending June 7 with a copy performance index of 94. Second was Coca-Cola (regular size) with an index of 78, and third Chevrolet with an index of 66. The other top raters, with index, were Coca-Cola (king size) (61); "The Absent-Minded Professor" movie (53); Howard Johnson's restaurant (50); Amoco gasoline (49); Gasoline Tax Education Committee (49); Hamm's beer (49); and Borden's ice cream (47).*

Burrelle's Established 1888

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Burrelle's prompt and thorough clipping service has long supplied P R Directors with clippings from daily and weekly newspapers, magazines and trade papers.

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SALES OFFICES

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Magee Bldg., Pittsburgh 22, Pa., COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill., WAbash 2-5371
1456 N. Crescent Hts. Blvd., Los Angeles 46, Calif., OLdfield 6-0304

The Rich Are Not Always Snobbish

Look at the folks in the growing Greenville-Washington Market. In a state where the industrial payroll has increased over $400,000,000 in the past five years, they still enjoy simple pleasures—like watching TV. WNCT and WITN dominate this prospering group as well as the entire market. Avails and details are yours for the asking.

7 WITN Washington, N. C.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

U. S. Drug Makers Vie for Control of British Drug House

LONDON, July 26—Two American companies, Mead, Johnson & Co. and Warner-Lambert Pharmaceutical Co., appear to be battling for controlling interest in British Drug Houses, a $21,000,000 company selling drugs throughout Great Britain.

The situation came to light when George Eley, chairman of British Drug, denied shareholder charges that he was favoring Mead, Johnson, which had offered to buy a 35% interest for a reported $14,000,000.

■ More recently, William R. Warner & Co., British subsidiary of Warner-Lambert—which has thrived on more than 50 mergers through the years—approached British Drug for possible merger discussions. Additional meetings are scheduled.

British Drug Houses markets drugs in Canada, Australia, and other British Commonwealth countries. #

Byer & Bowman Gets Buckeye

Byer & Bowman Advertising Agency, Columbus, O., has been named to handle advertising and sales promotion for Buckeye Foods, Columbus. Buckeye, a potato chip plant, recently was purchased by Cole Associates, Raymond, Me.

KEWB Boosts Klaas

KEWB, San Francisco, has promoted Joe Klaas from its sales staff to station sales manager. He succeeds Richard Calendar, who has resigned to join NBC Spot Sales.

Stahlka Adds Three Accounts

Clayton A. Stahlka Advertising Co., Buffalo, has been named to handle advertising and public relations for Birdair Structures, Buffalo, manufacturer of air supported structures for military and commercial applications. Two other accounts added by Stahlka are Hercules Packing Corp., Alden, N. Y., manufacturer of mechanical packings and moulded rubber sealing rings, and Angola Alloy Fabricators, for its petroleum industry program.

Cleveland AMA Unit Elects

Frank J. Chokel, president of Special Surveys Co., has been elected president of the Cleveland chapter, American Marketing Assn. Other new officers are Ralph I. Allison, Carling Brewing Co., exec vp; Richard C. Meloy, Gray Iron Founders Society, vp; Douglas P Gould, Trundle Consultants, treasurer; Bruce M. Kinsey, Glidden Co., and John C. Hoyt, Standard Oil Co. of Ohio, secretaries.

NL&B Appoints Four

Needham, Louis & Brorby, Chicago, has appointed Gordon M. Keswick, formerly supervisor of special projects, director of creative research. Richard M. Doub and Robert L. Freyder have been advanced to research supervisors, and John G. Kean, formerly marketing consultant with Booz, Allen & Hamilton, Chicago, has joined the agency as a research supervisor.

Forjoe Names Fulwiler in K. C.

Forjoe & Co., radio-tv station representative, has appointed Jack Fulwiler manager of its new Kansas City office at 208 Nichols Rd. Mr. Fulwiler previously was with J. Walter Thompson Co. as manager of its Kansas City office.

SELF-SELL—*Keko division, Kennedy Car Liner & Bag Co., Shelbyville, Ind., has redesigned the carton for Pollysaks (plastic bags on a continuous roll) to be a "self-sell" display on supermarket shelves. R. J. Poorman & Associates, Muncie agency, redesigned the carton.*

'Cookbook of Month' Titles Set for 1962

NEW YORK, July 25—Pocket Books, New York, will launch *Cookbook of the Month*, a publication for supermarket distribution, next January.

The first six titles, "Meat Cookbook," "Casserole Cookbook," "Time-Saving Cookbook," "Poultry Cookbook," "Salad Cookbook," and "Outdoor Cookbook," are being offered for advertising with a guaranteed circulation of 3,000,000 for the set. The color page rate is $4,000 per title when purchased as a six-volume series, slightly higher for individual titles.

Thomas F. Buck, formerly advertising director of *McCall's*, who recently has been working on a civic project in New Jersey (AA, April 17), is assisting in the coordination of advertising and merchandising for *Cookbook of the Month*. The Benjamin Co. is the national advertising representative.

Bendix Int'l Promotes Lederer

Walter C. Lederer has been appointed advertising and sales promotion manager of the international division of Bendix Corp., succeeding A. E. Distelhurst, who is retiring. Mr. Lederer had been assistant advertising and sales promotion manager for the company's export unit in New York since 1958. He has been replaced by John A. Hemleb, formerly with the company's Red Bank division.

ARF Adds Three Members

The Advertising Research Foundation has added the *Boston Globe* and a Swedish advertising agency, Allmanna Annonsybran, as new members. Million Market Newspapers Inc. also has been accepted as an associate media representative.

Rosenbloom Adds 2 Accounts

Irving J. Rosenbloom & Associates, Chicago, has been appointed agency for Stenocord of America, Los Angeles, manufacturer of dictating equipment, and National Benefit Life Insurance Co., Chicago.

Barker Joins Eddy-Rucker

William R. Barker has joined Eddy-Rucker-Nickels Co., Cambridge agency, as assistant to the president, in charge of new business solicitation. He formerly was an account executive of Harold Cabot & Co., Boston.

Baxter Resigns Adams Extract

Don L. Baxter Inc., Dallas, has resigned the account of Adams Extract Co., Austin, effective Aug. 15.

Leitch Joins WWLP-TV

Robert M. Leitch has joined Springfield Television Broadcasting Corp., owner-operator of WWLP-TV, Springfield, Mass., as merchandising manager. Mr. Leitch was formerly with Food Enterprises and Duffy-Mott Inc.

Bruce Appoints Henry

Bruce Publishing Co., Milwaukee, has appointed Catherine Henry promotion director of its publications division. Mrs. Henry was formerly with the Wisconsin Department of Agriculture in a promotional capacity.

THERE ARE HOLES IN YOUR LOS ANGELES COVERAGE

without the Copley Los Angeles Newspaper Group

You miss a substantial share of the vast Los Angeles market when you overlook the home towns that surround the city proper. That's where the Copley Los Angeles Newspaper (CLAN) Group works for you. The CLAN Group includes eight dailies and their 18 shoppers, covering key communities. Total ABC circulation: 95,544. Total shopper distribution: 406,085. Total CLAN Group package: 501,629. It's all yours with one order, at a discounted flat line rate of $1.50, or a bulk discounted rate (5,000 lines or more within one year) of $1.40 a line. For details, ask any office of NELSON ROBERTS & ASSOCIATES, INC.

COPLEY LOS ANGELES NEWSPAPER GROUP: Alhambra POST-ADVOCATE • El Monte Post-Advocate • Alhambra Post-Advocate Shoppers / Burbank DAILY REVIEW • Burbank Review Shopping News / Culver City STAR-NEWS & Venice EVENING VANGUARD • Culver-Palms Advertiser • Mar Vista Advertiser • Venice Advertiser • Baldwin Hills Advertiser / Glendale NEWS-PRESS • Glendale News-Press Shoppers / Monrovia DAILY NEWS-POST • Monrovia-Duarte News Advertiser / South Bay DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) • South Bay Breeze Advertisers • South Bay Breeze Peninsula Advertiser / San Pedro NEWS-PILOT • San Pedro News-Pilot Advertiser

"THE RING OF TRUTH" Copley Newspapers

THE WEATHER
Today: Mostly fair and milder.
Tomorrow: Partly cloudy, warm
slightly warmer.
TEMPERATURE RANGE
Yesterday 48.7-59; Today 49-69.
DETAILS
Reports and maps—Page 12.

NEW YORK
Herald Tribune
A European Edition Is Published Daily in Paris

Late City Edition

120th Year | 100 West 42nd Street, New York 36, N. Y. Telephone PEnnsylvania 6-1000 | THURSDAY, APRIL 21, 1960 | © 1960, New York Herald Tribune Inc. | 13b in areas 50 miles from New York City except at Long Island | FIVE CENTS

City, Jersey Vie for Site Of Market

With Funds For Produce Trade

By Lewis Lapham

New York and New Jersey authorities yesterday rushed forward their proposals to relocate the $800,000,000 a year produce business from Manhattan's Washington Market, the former intending to have it in the Bronx, and the latter hoping to carry it off to Hudson County.

Anthony Mascarelli, New York Commissioner of Markets, said he submitted his request yesterday to the Board of Estimate for the acquisition of 126 acres at Hunts Point in the Bronx on which to build a $23,683,000 market.

At the same time in Trenton, N. J., Gov. Meyner and legislative leaders hammered out compromise legislation calling for the establishment of a five-member commission empowered to issue as much as $15,000,000 in revenue bonds to finance a produce market in the Hudson County meadowlands.

Pledges Cited

Mr. Mascarelli said his request was supported by commitments from sixty-three wholesalers and commission merchants to rent 166 store-units at Hunts Point. He said that number of commitments, each accompanied by a $500 certified check depositing with the Controller of the City of New York, represented "95 per cent of the annual volume" at Washington Market.

The New Jersey legislation, spurred by promises of support from Florida citrus growers and New Jersey railroads, is expected to be passed next Monday under bi-partisan sponsorship. The proposed market sprawls over a 300-acre tract, known as the Croxton Yards, lying between the Erie and Pennsylvania Railroads, hard by the New Jersey Turnpike. Part of it is situated in Secaucus and the remainder in Jersey City.

Mr. Mascarelli said his request for action would be brought before the Board of Estimate on April 28. The board granted preliminary approval to the Bronx market last

Continued on page 7, column 4

107 Mi., 17 Hrs., Woman Hiker Gains on Rivals

WINNEMUCCA, Nev. Apr. 20 (UPI).—Vegetarian hiker Dr. Barbara Moore, "going like a jackrabbit" across the Nevada desert, today gained on two British service men who started a day ahead of her on the San Francisco to New York walk.

Dr. Moore, fifty-six, stepped off 107 miles in seventeen hours yesterday and planned a seventy-two-mile jaunt today that could leave her only eight miles behind Royal Air Force Sgt. Mervyn Evans, thirty-three, and Army Sgt. Patrick Mooney thirty-four.

School of Education At Yeshiva Is Curbed

State Screening June Doctorates

By Terry Ferrer
Education Editor

Herald Tribune—Watson
Dr. Samuel Belkin

The State Education Department in Albany has cracked down on the Graduate School of Education at Yeshiva University because of questionable academic practices in its doctoral programs. The department has been "surveying" the school for more than three months and intensified its investigations in March at the request of Dr. Samuel Belkin, president of Yeshiva University.

The department has ruled that the Yeshiva education school—now three years old—can grant no doctoral degrees this June unless the records of all doctoral candidates have been examined at the department in Albany.

Effective immediately, the department has also ruled, no student or graduate of Yeshiva's education school may be certified for any licensed professional position in the state's public schools by Yeshiva, but instead must send his transcripts to Albany for evaluation by the education department's Bureau of Teacher Education and Certification.

Dr. Belkin received a letter yesterday from Dr. Frank R. Kille, associate commissioner for higher and professional education, requesting "additional and possibly changes in the administrative staff" of the school. Dr. Kille stressed in his letter that only the doctoral programs in the School of Education are under fire, and not any of the Yeshiva University's programs in its sixteen other schools and divisions.

Among the Yeshiva practices discussed in the letter are an insufficient number of full-time faculty members, too rapid expansion of the school, lack of checking on doctoral candidates

Continued on page 20, column 1

Bowles, Kennedy Man, Chosen Platform Chief

Convention Post for Foreign Policy Adviser, Civil Rights Backer

By The Associated Press

LOS ANGELES, Apr. 20.—Chester Bowles, an advocate of a strong civil rights program, today was named platform chairman for the Democratic national convention in July. Civil rights is generally regarded as the issue most likely to stir heated debate on a regional basis at the convention.

Mr. Bowles, now a Congressman, and a former Governor of Connecticut and former Ambassador to India, is serving now as foreign policy adviser to Sen. John F. Kennedy, Mass., a candidate for the nomination.

Strong Civil Rights Gambit

Calvin W. Rawlings of Salt Lake City and Camille F. Gravel of Alexandria, La., were chosen co-chairmen of the convention's credentials committee.

The selection of Mr. Rawlings and Mr. Gravel also indicated an opening gambit to present a strong civil rights program. Mr. Rawlings, national committeeman from Utah, headed the credentials committee at the 1956 convention. Mr. Gravel, Louisiana committeeman, has a reputation as a moderate Southerner. He also is known as a staunch party man and a politician with a talent for getting along

Associated Press
Chester Bowles

with many different factions.

The selections were made by the convention's arrangements committee.

The committee also named House Speaker Sam Rayburn, Tex., long-time chairman of Democratic conventions, honorary chairman. Rep. Clarence Cannon, Mo., parliamentarian, and Philip B. Perlman, of Maryland, vice-chairman of the Platform Committee.

Eisenhower Backed on Foreign Aid

Only $29 Million Cut by Senators

By Don Irwin

WASHINGTON, Apr. 20.—The Senate Foreign Relations Committee approved today a mutual security authorization bill that adheres closely to President Eisenhower's policies and provides all but $29,400,000 of the new spending authority he requested.

On its face, the bill authorizes $1,420,500,000, but it could make possible a $4,145,600,000 program in fiscal 1961, because authority for additional expenditures for military assistance and the Development Loan Fund program will be carried over from the authorization bill now in force.

The Senate committee acted without waiting for the House, which began floor debate today on its own $1,318,400,000 foreign aid authorization bill. As reported April 7 by the House Foreign Affairs Committee, that measure is $146,500,000 below the Administration's request. It was expected that before the House takes its final vote, probably tomorrow, efforts will be made to pare it further.

Little Opposition Shown

The practice of the economy blocs in both houses, however, is to hold their fire when the aid authorization bills come up and concentrate their attacks on the companion appropriation measures carrying actual funds. The foreign aid appropriation bill is customarily the last major money bill considered by Congress.

In contrast with earlier years, when the aid program was a topic of raging controversy, the Senate committee accepted the bulk of the President's proposals without much of a fight. There was no record vote on approving the bill. The only committee member recorded against it was Sen. Russell B. Long, D., La.

Before it acted, the committee rejected a proposal by Sen. Frank Church, D., Iowa, which would have lowered by $200,000,000 the Administration-requested ceiling of $2,000,000,000 on military assistance which is fixed by current law.

In sustaining the over-all

Continued on page 8, column 4

Kin See 33 Die; Air Liner Burns, Lands in Lake

BOGOTA, Colombia, Apr. 20 (AP).—Thirty-three persons were killed and nineteen survived the crash of a Colombian air liner at Bogota's new International Airport last night.

The C-46 Lloyd Aereo Colombiano plane, arriving from Miami, Fla., crashed as it was preparing to land in a fog. Relatives and friends of the passengers watched in horror.

On its approach to the main runway, the plane hit a fifteen-foot mound of dirt, split in two, caught fire, and fell into a lake near the air field.

The first list of survivors did not indicate nationalities. Many of the names of those aboard appeared to be Latin American.

Revolt in Venezuela Is Crushed As All Factions Rally to Regime

Jesus Maria Castro Leon (left), leader of rebel forces in Venezuela against the regime of President Romulo Betancourt (right).

Caracas Seizes 300 Rebels; 'Hands of Trujillo Visible'

By The Associated Press

CARACAS, Venezuela, Apr. 20.—Rebels led by a disgruntled Venezuelan general crossed the border from Colombia today, seized the mountain city of San Cristobal and attempted to touch off a nation-wide revolution. They failed.

The army said the rebels were bottled up within hours and a group of 300 surrendered at first contact with loyal fighters.

Leaders of all sorts—political, labor and military—gave a massive show of support to President Romulo Betancourt's moderately Leftish government.

Labor leaders called for a strike in all industries as a sort of holiday demonstration of support for the government. The call apparently was heeded. Airports were reported closed in response to the strike orders, halting domestic and overseas civilian flights.

The farm workers' federation ordered its 1,700,000 members to prepare for action to support Mr. Betancourt's regime.

Combined moves by soldiers and farmers recaptured La Fria Airport, near the Colombian border, and military planes began landing troops there, the government said. The troops began moving to surround rebels still holding out in the area, an announcement added.

The government said loyal troops had suffered no casualties in any of the military operations.

Mr. Betancourt meanwhile ordered immediate military trials for persons involved in the plot, most of them retired officers.

Mr. Betancourt told the nation that if the rebels refused to surrender shortly he would put down "this criminal adventure without hesitation." He de-

Continued on page 6, column 6

President May Be Blunt In Truth Tour of Russia

By Robert J. Donovan

WASHINGTON, Apr. 20.—President Eisenhower, if the speeches now being drafted for him are finally accepted, is going to lay it on the line to the Russians when he visits them in June.

Soviet Prime Minister-Nikita S. Khrushchev came to the United States in September and told the American people that communism was going to "bury" capitalism.

This bluntness, in the opinion of the President's advisers, gives Mr. Eisenhower complete justification for speaking his mind to the Russian people without mincing words.

If the speech drafts are any indication, there is no subject on which he will talk more bluntly than on the falsehood of Soviet propaganda picturing the United States as a warmonger.

The President plans to address the Russians over their television stations several times both from Moscow and from other cities on his all-announced itinerary.

These appearances will give him a unique opportunity to tell the Russians some truths about the United States and its aims and to refute some of the false-

1,000 Held In 2 Days of Africa Raids

Liberals Protest Negro Arrests

By The Associated Press

JOHANNESBURG, South Africa, Apr. 20.—Police and soldiers backed by armored cars arrested 700 Negroes today in raids on native settlements outside major cities on South Africa's Cape Peninsula. More than 1,000 persons have been seized in the last forty-eight hours.

The raids were part of the drive to squelch an abortive week-long strike called by the outlawed African National Congress protesting against the South African government's strict apartheid (racial segregation) laws.

End of Emergency Asked

Failure of the strike brought demands from liberal white groups for an end to emergency regulations permitting raids on Negro settlements without search warrants and detention of hundreds in jail indefinitely.

Lands Minister Paul O. Sauer, acting government head, said yesterday South Africa would "reconsider in earnest and honesty her whole approach to the native question."

But in a statement to Parliament today, External Affairs Minister Eric H. Louw rejected any basic changes in government policy, including racial segregation. He also turned down suggestions for a coalition government with the opposition

Continued on page 11, column 1

Castro Ready To Nationalize Sugar Fields

Fifth in the series on Cuba by Joseph Newman —Page 6.

Cabinet Out In Korea, Rhee Stays

His Foes Press For New Voting

By The Associated Press

SEOUL, Thursday, Apr. 21.—The South Korean Cabinet resigned today in the face of civilian riots at home and a rebuke to the Rhee regime from the United States for harsh suppression of democratic rights. President Syngman Rhee, still the strongman at the age of eighty-five, remained in office.

The opposition quickly reacted to the cabinet's departure, saying that was not convincing evidence of reform.

The resignation of the twelve-man Cabinet was viewed as a possible attempt to have Dr. Rhee's ministers accept blame for the military measures used to suppress civilian demonstrations protesting the conduct of the March elections.

Unless accompanied by a firm promise of reforms, the Cabinet resignation was not expected to appease Koreans who turned out by the thousands Tuesday to demonstrate against the government and demand new elections.

Death Toll 115

Police gunfire then cut down nearly 1,000 persons. The latest official casualty count said 115 were killed, 777 were injured and one is missing.

Vice-President John Chang, a member of the Democratic party in opposition to Dr. Rhee's Liberal party, was quick to declare the Cabinet resignation "cannot be a basic factor in dealing with the turbulent situation . . . only a fair election can be."

The demonstrations against the government were set off by charges that the March 15 election of Mr. Rhee why was unopposed, and his contested candidate for Vice-President, Lee Ki-Poon, was fraudulent.

Mr. Chang, speaking at a hastily called news conference, rejected any suggestion of a coalition Cabinet and urged that the National Assembly be convened immediately.

Change Not Enough

His views seemed to reflect a widespread belief that naming of a new Cabinet would not be sufficient change.

Transportation Minister Kim Il-Hwan announced that the ministers had submitted their resignations.

There was no immediate confirmation that Dr. Rhee had accepted them, but he was expected to do so.

The tough old President, stung by the United States rebuke, had promised to investigate and correct "major causes of discontent."

But as the continuing Executive power, he is not subject to the ups and downs of Cabinet membership. Resignation of his ministers was regarded in some quarters as a move that might enable him to save face by shifting the target area of the rebuke from himself to the outgoing ministers.

The Cabinet change thus appeared to be designed largely as an apology for the bloodshed, not as a move toward correcting

Continued on page 16, column 3

Kennedy Foe Once High in Klan

Sen. Byrd of W. Va. Urged Rebirth of Hate Group

By David Wise

WASHINGTON, Apr. 20.—Sen. Robert C. Byrd, D., W. Va., key figure of the "stop Kennedy" forces in that state's critical May 10 Presidential primary, is a former Kleagle in the Ku-Klux Klan who once urged the rebirth of the hate group "in every state in the Union."

The West Virginia Senator is spearheading the drive to halt front-running Sen. John F. Kennedy, D., Mass., who is hailing Sen. Hubert H. Humphrey, D., Minn., in the Mountain State primary in a contest that may well decide the fate of the Democratic Presidential nomination.

The fact that Sen. Kennedy is a Roman Catholic running in an overwhelmingly Protestant state has become the overriding factor in the primary. The religious issue was raised by Sen. Kennedy himself in a speech Monday at Morgantown, W. Va.

In recent weeks, it has been reported that Sen. Byrd was once "briefly" a "member" of the Klan. The fact is that Sen. Byrd was a Kleagle or organizer for the Klan during World War II and wrote to Dr. Samuel Green, of Atlanta, Imperial

Associated Press
Sen. Byrd, of West Virginia

Grand Wizard of the Klan, as late as 1946, recommending a friend as a Kleagle and urging promotion of the Klan throughout the nation.

"The Klan is needed today now, made a hit among backcountry audiences with a fiddle-playing, bible-quoting can-

Continued on page 10, column 5

then a private citizen, wrote the Imperial Wizard. ". . . It is necessary that the order be promoted immediately and in every state in the Union." The letter went on to recommend a friend who could do a "bang-up" job organizing the Klan in West Virginia.

Sen. Byrd's Klan record was brought out when he ran for Congress in 1952 for the first time and again to an extent when he ran for the Senate in 1954. However, that record is not widely known or remembered outside of West Virginia.

For this reason, and because of the national importance of the forthcoming primary in that state, the facts and the record, as fully as it could be gathered, are presented here, along with two interviews with Sen. Byrd.

The first of these took place in October, 1956, when Rep. Byrd, who had served three terms in Congress, was campaigning for the Senate seat he now holds. The youthful Congressman (he is forty-two

4 Killed on Private Plane In Collision With Airliner

By The Associated Press

HICKORY, N. C., Apr. 20.—Four Michigan men crashed to their deaths near the Hickory Airport today after their small private plane collided with a Piedmont Airlines prop-jet as both ships made landing approaches.

The twin-engine Fairchild F27 air liner, Piedmont Flight 16 bound from Cincinnati to Fayetteville, N. C., landed safely with light damage and no injuries to the thirty-seven passengers and three crewmen.

The planes collided 600 feet over a pasture fringing the small airport. Witnesses said the small plane, a Cessna 310, dropped down on the air liner's left wing and then shot to earth.

Police said the planes, operating under visual flight rules, apparently did not see each other because of the angles of their landing approaches. There is no air control tower in operation here but one is under construction.

The four men were identified as representatives of a Grand Rapids furniture Company who were to visit the Hickory furniture show.

Papers found in the wreckage identified the victims as officials of the Imperial Furniture Co. They were Julius Bergsma, forty-four, president; David Frank, sixty-six, West Coast sales manager; Earl Gordon Kromkeen, forty-one, executive vice-president, and Frederick James Priewayck, thirty-seven, company pilot.

Three of the mangled bodies were strapped in the seats of the demolished plane. The fourth body was found under the fuselage behind the passenger compartment.

An air-line passenger, Ed Manske, of Milwaukee, said "there was an abrupt jolt with a lot of noise" and the big plane's left wing was struck. It later showed small dents in the wing and in the propeller.

The Piedmont passengers were put aboard a DC-3 for the remainder of their flight.

Indian Dwellings Of 10th Century Found in Illinois

COLLINSVILLE, Ill., Apr. 20 (AP).—Archeologists announced today they have dug up remnants of Indian dwellings dating from about 900 to 1300 A.D. in a field adjacent to Cahokia Mounds State park.

"Our findings are of signal importance to archeologists," said Warren L. Whitry, of the Illinois State Museum and head of a ten-man team working in the area.

Two ceremonial structures have been unearthed in the area in the last ten years, but these are the first of the ancient dwellings to be discovered.

The scientists are hurrying their operations because construction of Interstate Highway 70 through the area will destroy the archeological remains at the discovery site.

New Pattern a Mystery

Polio Strikes at Negroes, Once Naturally Immune

By Earl Ubell
Science Editor

NEWARK, Apr. 20.—By a strange quirk, Salk anti-polio vaccine seems to have shifted the burden of paralyzing disease to the nation's poor.

Where polio rarely attacked Negroes before nation-wide vaccination, they are now the principal targets of unprecedentedly sharp outbreaks in slums and crowded districts. In some areas, the disease is hitting Negroes at a rate four times higher than it ever did whites.

Dr. E. Russell Alexander, chief of the United States Public Health Service's polio-watch unit, who displayed the new polio pattern for a conference of New Jersey physicians, said the reason for the shift is now a mystery.

Much of it has to do with the nation's poor groups having the worst immunization record... they just don't go for vaccinations, he said. So polio strikes unvaccinated Indians, the Amish in Missouri and even families of military personnel. But why does it now pick out the Negro who was once protected against the disease by natural immunity?

In the coming year, the nation can expect non-vaccinated "soft spots" to be plagued with polio outbreaks, Dr. Alexander said, and particularly hard hit

Continued on page 13, column 1

INDEX

	Page		Page
Auctions	21	Movies	14
Books	19	Music	14
Bridge	23	Obituaries	17
Buchwald	21	Puzzle	27
Classified	25	Real Estate	25
Comics	35	Red Smith	19
Editorials	18	Rubber	35
Education	1	Rugers	23
Employm't	13	Science	1
Fashions	27	Society	24
Financial	26	Sports	39
Food	21	Stahler	34
Hy Gardner	17	TV, Radio	17
Hirane	15	Theaters	14
Kiselow	46	Tiere	17
Lawrence	19	Transport	41
Lippmann	18	Ventura	34
Lost, Found	8		

Last year: 5,593,377 lines of advertising in first six months.
Average weekday circulation 344,418.
(So so.)

John Gunther on Beleaguered Berlin

—From His Coming Book-of-the-Month on Europe—First Page, Second Section—

WEATHER

Today: Fair and pleasant.
Tomorrow: Fair and warmer.
TEMPERATURE RANGE
Yesterday 64-85; Today 61-80
HUMIDITY
1 p. m. Yesterday 45%; Today 33-55
Reports and Maps—Page 39

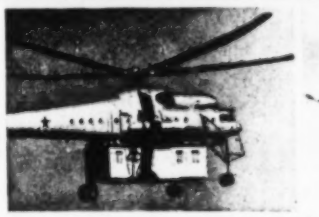
NEW YORK
Herald Tribune

THE LATE CITY

Established 121 Years Ago. A European Edition Is Published Daily in Paris

VOL. CXXI No. 41,858 — MONDAY, JULY 10, 1961 — FIVE CENTS

Four-jet Soviet bomber, called the Bounder, escorted by a jet fighter as it flew over Moscow yesterday. It is as big or bigger than the American B-52.



Helicopter, called the Flying Crane, lifting small house. It is said to be capable of carrying 180 men.

Twin-jet medium bombers, roughly comparable to America's B-58 Hustler in size and flies, the Russians claim, "several times the speed of sound."

Associated Press radiophotos

THE INFALLIBLE FIGHTER AND BOMBER — SO MOSCOW SAYS — IN SUPERSONIC ARSENAL

By United Press International

MOSCOW, July 9—A jet fighter that the Russians claim can destroy any enemy plane regardless of speed and altitude, and a delta-winged bomber with missiles that allegedly cannot miss, were among the new aircraft displayed here today on U. S. S. R. Aviation Day.

The show obviously went all out to put over its theme: "We must fly higher, faster and farther than anybody." Some of the supersonic bombers and fighters flashed by before foreign military attaches had a chance to adjust their binoculars.

The display included swarms of supersonic jet fighters carrying air-to-air rockets, a liquid-fueled rocket plane and supersonic jet bombers underslung with air-to-surface missiles similar to the American Skybolt, which is still in the development stage.

The Soviets also showed a vertical takeoff troop and cargo-carrying transport billed as the largest and most powerful in the world. It was developed by designer Nikolai Kamov and included the properties of both plane and helicopter with two turboprop engines, a wing, two rotors and two pulling propellers.

The Soviet official news agency Tass gave this description of some of the new planes:

—"Rocket-carrying planes. Their up-to-date equipment enables them to see the target from far away. They carry missiles capable of destroying any target hundreds of kilometers away, and no defenses can save these targets from destruction."

—"Jet aircraft for the detection and destruction of submarines far away from Soviet shores."

—"A new jet plane armed to destroy any modern plane, whatever its speed and altitude."

Following are detailed descriptions of some of the Soviet aircraft shown for the first time:

—A four-jet heavy bomber, nicknamed the "Bounder," roughly similar in size to the American B-52 or slightly larger, described as supersonic, has a delta wing with jet engines mounted beneath the wing and one on each wing-tip. Assumed to have inter-continental range.

—A twin-jet medium bomber announced as capable of "several times the speed of sound," not named. Plane's engines mounted at the rear of the fuselage over the hori-

Continued on page 15, column 4

Strike Stalling Half-Billion in Buildings Here

By Gene Gleason

Half of the $1 billion worth of private and public construction work in New York City and vicinity has been halted or seriously impeded by the week-old strikes of building materials drivers and steel fabricators. A strike of several weeks might put 250,000 to 300,000 men out of work in the city and in Nassau and Suffolk Counties.

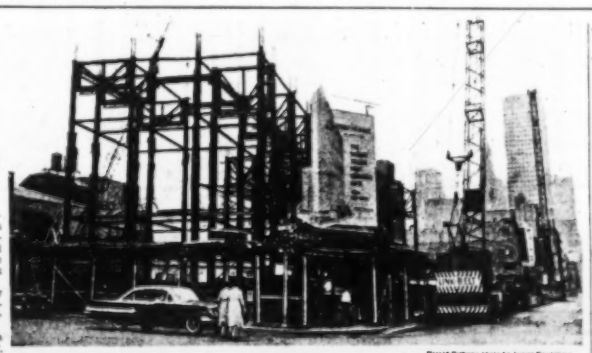
Most construction under way is being slowed by a lack of concrete and other building materials.

Thousands of construction men have already been laid off, with unemployment mounting every day as more projects exhaust their supplies.

Estimates of the drastic effect of the strikes came yesterday from the Building Trades Employers Association, the Investing Builders Association, Inc. and such large-scale construction firms as Uris Buildings Corp., Diesel Construction Co., Inc., Turner Construction Co. and Hendrickson Bros. of Valley Stream, L. I.

The Investing Builders As-

Continued on page 7, column 1



Herald Tribune photo by James Kalisher

STUNTED—Construction of the Americana, world tallest hotel—as the sign says—at Seventh and 52d, is stopped at the mezzanine by a walkout of union members. Thousands of workers are being laid off in the city.

Consumers Lag, Worry Washington

By Joseph R. Slevin
National Economics Editor

WASHINGTON, July 9—Consumers are giving the Administration the jitters.

Top government economists are counting on heavier consumer spending to supply the chief push in the business upturn but they see no evidence that the spending boom is about to get under way.

Retail sales are sluggish. They aren't slumping but they aren't going up the way the experts would like them to. At the moment, the government economists are doing no more than voice doubts. They

Continued on page 38, column 3

See David Lawrence's pertinent comment on business men and the Administration.—Page 19.

Hattie Carnegie's Sold—It'll Expand

By Earl G. Talbott

The famed couturiere house of Hattie Carnegie, Inc., at 42 E. 49th St., was acquired by an investment group headed by Edward Isaacs in a deal closed over the week end, it was announced yesterday.

Terms of the transaction were not disclosed. It was made known that the new officers of the corporation—all associated with the company for a number of years—would be Toni Carnegie, president; Irving Aptdorf, executive vice-president, and Claire Carnegie, vice-president. Mr. Isaacs stated that "an immediate plan of aggressive expansion and diversification into fashion and allied areas is planned." The firm's most important asset—the name of Hattie Carnegie—will be perpetuated.

Reached at his New York apartment last night, Mr. Isaacs, who is president of Edward Isaacs & Co., 500 Fifth Ave., certified public accountants, said he could not go into detail about his plans for Carnegie, since they were in the formative stage.

"We are, however, going to revitalize this very famous company with a new approach," he said, "and will extend Carnegie's fame, style and quality products. The first thing we are going to do is put the company back in the wholesale apparel business, and then concentrate on all the other areas—millinery, costume jewelry."

Mr. Isaacs said he became interested in acquiring the company (actually there are "several investors" in the proposition) because of the fact that it was a world renowned firm lying comparatively dormant and needed someone to come along and rejuvenate it.

A native New Yorker, Mr. Isaacs, who is fifty-five, married and a graduate of New York University, maintains homes here and in Westport, Conn.

The story of the Viennese child who grew up on New York's lower East Side and left public school for a menial job after the death of her father is a typically American one of

Continued on page 3, column 2

For Smart Women

Fashion editor Eugenia Sheppard's list of "must-have" and "might-like" selections from the fall fashion offerings—See Inside Fashions, Page 13.

If You're Not
A Sunday Reader,
We're Sorry. You
Missed This—

THE DEBUT of the new, expanded Forum section, with a far wider range of opinion — liberal, conservative, independent, in-between — all of it designed to jog and inform. There was a new page of Sunday columnists, with these widely known observers, Ralph McGill, Raymond Moley, Robert G. Spivack, among the new Herald Tribune commentators. And there were Roscoe Drummond and Rowland Evans Jr.

ALSO, as the reproduction shows, the new Forum presented a major front-page article, significant and timely. On Sunday it was the start of John Gunther's "Inside Europe Today," the August Book-of-the-Month Club selection. (The Gunther book continues in the daily Trib—see Page 1, Section 2.)

THERE WAS MORE, too, all designed to make Sunday exciting and stimulating. The new columnists, the important feature and all other additions will be back in the Herald Tribune next Sunday. Reserve your copy now.

A Safari to Bag the Tammany Tiger

Lehman Fires a Shot for Wagner

By Keith R. Johnson

Former Gov. Herbert H. Lehman signed on with Mayor Wagner yesterday for an election-year hunting expedition aimed at driving the Tammany tiger out of New York City.

Mr. Lehman interrupted a Lake Placid vacation to don his political pith helmet at a news conference yesterday in his 820 Park Ave. apartment.

He announced his "wholehearted" support for Mayor Wagner and for the Mayor's two gun-bearers, Paul R. Screvane for City Council President and Abraham D. Beame for Controller.

Mr. Lehman zeroed in on Arthur Levitt, State Controller and the Mayoral candidate atop the Tammany tiger this year, who will oppose Mayor Wagner for the Democratic nomination in the Sept. 7 primary.

(Mayor Wagner himself sat in the Tammany sedan chair during the 1953 and 1957 city campaigns.)

The eighty-three-year-old former Governor has been a leader of the city's anti-organization Democrats, although he had organization support during his campaigns for Senator and Governor. He said the 1961 primary and general elections gave New York voters a chance they "have not had for many years—and may not have again for many more"—to drop the political bosses dead in their tracks.

Also yesterday, Paul O'Dwyer, younger brother of former Mayor William O'Dwyer, announced that he was abandoning his own candidacy to back the Wagner-Screvane-Beame ticket. He had been an independent Democratic candidate for Controller.

Mr. O'Dwyer said Mr. Beame was "a true liberal and a dedi-

Continued on page 11, column 3

Herald Tribune photo by Don Rice

Ex-Senator Lehman at press conference yesterday.

Red Air Show A Power Play In Crisis Game

By Walter Lister Jr.
From the Herald Tribune Bureau

MOSCOW, July 9—The Soviet Union flaunted its missile-toting air power today, unveiling a dozen new types of warplanes during a two-hour show at Tushino Airfield. Ostensibly the show, Russia's first public display of military air power since 1956, was in honor of Aviation Day. But with Premier Nikita S. Khrushchev forcing a world crisis over West Berlin, the show served to assure Russians of their own strength and—probably more to the point—flexed Soviet muscles for the benefit of Western powers.

The display of aircraft sharply contrasted with Mr. Khrushchev's statement in 1957 that manned aircraft were outdated.

More than 100,000 spectators, including Cosmonaut Yuri Gagarin, foreign diplomats and Russia's top political and military men, viewed the flypast of some 300 planes ranging from helicopters with dangling gymnasts to a rocket-boosted fighter that zoomed up and out of sight within seconds.

Col. Melvin J. Nielsen, American air attache, called it "an impressive show," adding that Soviet aircraft production has obviously been not standing still."

Chief Air Marshal Konstantin Vershinin boasted in "Pravda" today that many Soviet jets have "no equal in the world for speed, altitude and range."

Continued on page 15, column 3

Eye-Witness —Red Force Maneuvers

By Frank H. Bartholomew
Of United Press International

BERLIN, July 9 (UPI)—The Helmstedt access route to Berlin sprang to life yesterday with Russian military activity and troop movement.

Simultaneously with the Moscow speech of Soviet Premier Nikita S. Khrushchev reaffirming determination to turn the route over to East German Communists and to "blow the West off the map," if military resistance resulted, a United Press International car traversing the 110-mile Autobahn through East Germany overtook and passed 150 heavy Russian military vehicles in formation.

The Russian military move-

Continued on page 15, column 1

'Schools Still Unsafe'; Probers Still Curious

By Newton H. Fulbright

The State Commission of Investigation hinted broadly yesterday that it may take a second look at New York City schools.

"Shocking hazards" revealed by witnesses during a six-day S. C. I. public hearing last month still exist, ignored by school officials, according to Goodman A. Sarachan, chairman of the four-man commission. He added that "scores and scores of letters" and reports have come into the hands of the commission and are being sifted for evidence that "may open new fields of investigation."

Back of these statements is the anger of the commissioners, incensed at Superintendent of Schools John J. Theobald for his criticism of the commission and the public hearing as being over-dramatized. Dr. Theobald has belittled reports of rats in schools and fire and structural hazards which the S. C. I. charged "existed for years without anything being done about them."

Mr. Sarachan, interviewed on

Continued on page 14, column 6

INDEX

	Page		Page		Page
Joseph Alsop	16	Education	25	Marine	18
Auctions	31	Employment	30	Movies	19
Book Review	19	Fashions	13	Music	18
Bridge Deck	13	Financial	33	Obituaries	30
City Hall Offbeat	11	Food	17	Real Estate	33
Classified	28	Fresh Air Fund	23	Religion	14
Comics	24	Hy Gardner	19	Society	14
John Crosby	17	Joe Hyams	16	Sports	31
Crossword Puzzle	30	Joseph Kaselow	27	Television, Radio	18
Roscoe Drummond	19	David Lawrence	19	Theaters	19
Editorials	18	Lost and Found	2	Marie Torre	18

This year: 5,753,049* lines of advertising in first six months.
Average weekday circulation 371,110.
(So far.)

*The Herald Tribune's daily linage up 159,672 lines, best in town. (New York Mirror, up 18,654/N.Y. Journal American, down 52,688 N.Y. Times, down 78,960/N.Y. Post, down 141,870/N.Y. World Telegram & Sun, down 189,507/N.Y. Daily News, down 219,257.) **Second quarter.

PHOTO REVIEW OF THE WEEK

Reeves Burnett McCormick

VOLUNTEERS—*George Reeves, exec vp and manager of the Chicago office of J. Walter Thompson, and Leo Burnett, board chairman, Leo Burnett Co., receive volunteers' instructions from Brooks McCormick, 1961 campaign chairman of Chicago's Crusade of Mercy. Mr. McCormick has set a goal of $15,750,000 for the city's private charities.*

Erskine Coyne Jubien Tobin Strubbe Nice

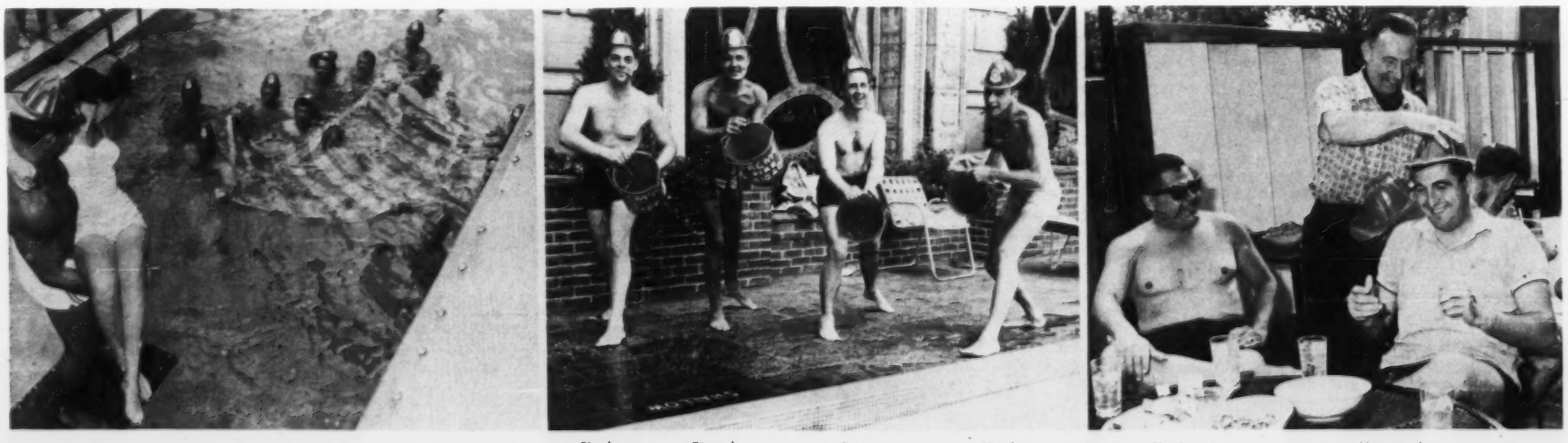
QUARTER-OF-A-CENTURY CLUB—*William H. Erskine, vp and general manager of J. Walter Thompson's Montreal office, congratulates Harry H. Nice, account representative, on his 25th year with the office. Other 25-Year club members, who participated in the presentation of a desk set, are Ann Coyne, traffic department; Arthur E. Jubien, secretary and assistant treasurer; John P. Tobin, head of traffic, production and forwarding; and Mrs. Lucy Strubbe, payroll department.*

DANGER—*As Fidel Castro prepared to grind out his usual propaganda in celebration of the eighth anniversary of his landing in Cuba, Keys Outdoor Advertising Co., Kendall, Fla., donated nine outdoor posters like this along U. S. 1, the Key West water-land highway.*

Smith Maneloveg Mack

NEW OFFICERS—*Herbert Maneloveg, vp and media director, Batten, Barton, Durstine & Osborn, presents a gavel to Alexander Smith, president, Trade Union Advertising, newly elected president of the Assn. of Publishers' Representatives, while Josephine E. Mack, head of Josephine E. Mack & Associates, incoming vp of the association, looks on. The gavel was presented to the association as a token of appreciation from BBDO's media department for its cooperation in working with the agency's personnel.*

AD PILLAR—*Unirex Sales, 14100 Evergreen, Detroit, is marketing this 360° advertising pillar called Visophone. It combines screen, sound, neon and poster display. A special camera inside the pillar projects a still or motion picture on the all-around screen.*



Fineberg Zingale Sexton Hughes Honig Meyers Levy

VISITING FIREMEN—*The fifth annual pool-and-picnic party hosted by Howard B. (Howdee) Meyers of Venard, Rintoul & McConnell for St. Louis agency personnel had as its theme this year, "Take a Hot Day, Add Water." In the first picture brave "firemen" wait to net Mary Howard, Gardner Advertising, about to be dropped from a second-story spring-board by John Simeone, Chase Hotel lifeguard. Getting set to put out the heat of a summer afternoon are Dan Fineberg, Lee Zingale, Jerry Sexton and Jack Hughes, all of Gardner. Harry Honig of Batz, Hodgson & Neuwoehner watches as Mr. Meyers, the host, tries to "fit" Ron Levy of Gardner, with a fireman's hat.*

Really up there...

Sacramento's ABC City Zone Population Is Now Over a Half Million Sacramento is now one of the nation's **TOP FIFTY MARKETS** in terms of City Zone population.* The Sacramento Bee is the Key to sales in this important market. **THE SACRAMENTO BEE,** Sacramento, California, A McClatchy Newspaper in the Billion Dollar Valley of the Bees. O'Mara & Ormsbee, National Representatives.

*ABC 4-1-61

PICK-A-WRAP—*This new Pick-a-Wrap rack for Carrington's Canadian whisky features four sections. Three hold different wrappers suitable for special occasions such as birthdays, etc.; the fourth shows the Carrington Esquire bottle. Ellington & Co. is the agency.*

Canadian GM Drops CBC Drama; Private Rivals Cut Audience

MONTREAL, July 25—General Motors of Canada is withdrawing sponsorship of the Canadian Broadcasting Corp.'s Sunday television drama hour, CBC announced last week.

The reason given was a decline in the program's evening audience, caused largely by private competition.

Next season GM, which has sponsored the drama program, "General Motors Presents" since 1953, will co-sponsor a half-hour CBC variety show and the tv western, "Bonanza."

CBC said the drama hour will be maintained, whether sponsored or not, but moved to Wednesday evenings.

The billing, handled by MacLaren Advertising, was not disclosed. =

Hartford Postmaster Maps Non-Priority Mail Program

John F. Heneghan, Hartford, Conn., postmaster, is starting a new program to keep non-priority mail out of the post office during rush hours. The move, in line with Nationwide Improved Mail Service (AA, June 12), a Post Office department project, will be officially launched at a luncheon meeting Aug. 19, to be attended by 100 business and industrial mailing representatives. Plans for formation of a Hartford Area Mailers Council are being made by Edward W. Swett, chief of administrative services.

William Dix Named

William P. Dix Jr., formerly manager of WGR, Buffalo, has been appointed general manager of WDAU-TV and WGBI, Scranton, a title vacant for some time. Mr. Dix also will be general manager for Muzak in the Industrial Valleys.

Charlop Adds Edwards

Edwards Engineering Corp., Pompton Plains, N.J., manufacturer of heating and cooling equipment, has appointed Charlop & Carland, Montclair, N.J., to handle its advertising.

Geyer Names Ward; Elects 2

Geyer, Morey, Madden & Ballard, New York, has named Marshall H. Ward Jr., formerly with Colgate-Palmolive Co., an account executive for Lysol in the Lehn & Fink Products Corp. account group. Geyer also has elected Vincent F. Aiello a vp and George Oswald a member of the executive committee. Mr. Aiello joined the agency's creative department in November, as a member of a special creative unit on experimental study and testing, from MacManus, John & Adams. Mr. Oswald joined Geyer as a senior vp six months ago.

Aldens Names Lucas Head of New Shoppers World Ad Unit

Oscar Lucas has joined Aldens Inc., Chicago mail order house, as sales promotion manager of the Shoppers World division, a new post. He will head the new advertising department. Mr. Lucas, formerly sales promotion manager of Rhodes department store, Portland, Ore., will direct all advertising for the division. Norman E. Rothenberg Advertising, Chicago, formerly handled the advertising.

Radiation Names Rosenthal

Radiation Instrument Development Laboratory Inc., Northlake, Ill., manufacturer of radiation detecting and measuring equipment, has appointed Albert Jay Rosenthal & Co., Chicago, to handle its advertising. Radiation formerly placed advertising direct.

Sobel Joins Politz Unit

Charles A. Sobel, formerly with International Research Associates, has joined Universal Marketing Research, a division of Alfred Politz Research, New York, as a senior project director.

RAVES, RATINGS AND ALL THAT GREAT JAZZ!

NOW—ALSO FOR FIRST TIME SYNDICATION:

- MR. LUCKY
- YANCY DERRINGER
- WIRE SERVICE

Anti-Loss-Leader Law Unconstitutional: Connecticut Court

HARTFORD, July 25—The Connecticut supreme court of errors has declared a section of the state's unfair sales practices act—that which indicates loss-leader advertising and selling is illegal per se—is unconstitutional.

The law's legality was challenged in 1960 by Mott's Supermarkets, Hartford, after it was ordered to stop advertising and selling Maxwell House coffee and Duncan Hines cake mixes at less than cost.

The supreme court said proof of an intent to injure competitors or destroy competition "has generally been held essential to proof of a violation of unfair sales practices legislation." #

'Life Int'l' Boosts Rates

The international editions of *Life* will have higher advertising rates next year, in line with increases in circulation bases. Effective with Jan. 1 issues, the b&w one-time page rate of *Life International* will move up from $4,295 to $4,590, while *Life en Espanol* jumps from $3,700 to $3,950. Similar increases will go into effect for three regional editions in Latin America.

Information for Advertisers

"Survey of Buying Plans Among Boat Manufacturers," covering buying plans for air conditioning and heating equipment, building materials, office machines and furniture, materials handling equipment, and cars and trucks, has been published by **Nation's Business**, 711 Third Ave., New York 17.

• "Survey of the Park & Recreation Market, Part I," covering facilities, food service areas, expansion programs, and finances is available from **Parks & Recreation**, Oglebay Park, Wheeling, W. Va.

• "Radio Facts Pocket-Piece" has been published by the **Radio Advertising Bureau.** The manual is divided into five sections: Radio's Growth; Radio . . . Audience Dimensions; Radio . . . the Out-of-Home Medium; Radio vs. Other Media, and Radio's Impact. Additional information may be obtained from Radio Advertising Bureau, 460 Park Ave., New York 22.

Mead, Lowenstein Set Up Joint Research Project

A textile manufacturer and a paper company have joined in a research project to explore "mutual opportunities in the textile field." Mead Corp., Dayton, a leader in the pulp and paper industry, is combining its technical know-how with M. Lowenstein & Sons, New York, manufacturer of cotton, synthetic and blended fabrics under the Wamsutta and Pacific brands.

The aim is to achieve new manufacturing methods for textiles, using techniques employed in the manufacture of paper. This will include both man-made and natural fibers. The venture offers "far reaching opportunities," the two companies said, for Lowenstein to develop new fabrics and products, and for Mead to expand its markets into an industry which uses more than 6.7 billion pounds of fiber annually.

WDTM Launches Medical News Service for Doctors

WDTM, Detroit, has inaugurated a medical news service expressly for doctors in the Detroit area. Prepared in cooperation with the Michigan State Medical Society, a series of informative segments for doctors are inserted in the station's musical programming each Tuesday between noon and 3:05 p.m. The medical news service includes broadcasting of the coming week's medical events, a five minute report of medical news of interest to physicians, prepared by the Michigan State Medical Society and 90-second medical features.

CFAC-WAC Schedule 1961 Advertising Workshop

The Chicago Federated Advertising Club and the Women's Advertising Club of Chicago will open the 1961 Advertising Workshop Sept. 25. Theme of the series of clinics will be "Why Stand Still."

Clinic subjects will be copy writing, publicity and public relations, art and layout, direct mail, tv-radio, production, marketing and merchandising, industrial advertising and media.

PETER GUNN

STARRING CRAIG STEVENS
WITH HERSCHEL BERNARDI AND LOLA ALBRIGHT

The show that started it all and is still the **best** of them all—Peter Gunn, the private eye with an ivy league profile and a sophisticated approach to danger—urbane story lines and some of the most fabulous jazz of our time by the great Henry Mancini. After three swingin' years on NBC and ABC—sponsored by national advertisers—now available for syndication! Call, wire or write . . . the audience is pre-sold coast to coast. Created and produced by Blake Edwards.

OFFICIAL FILMS, INC.
724 FIFTH AVENUE, NEW YORK 19, N.Y., PLAZA 7-0100

BIG RUN CATALOG PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CHickering 4-1000
CAREY PRESS CORP.
Our 67th Year
406 W. 31 St., N.Y. 1

Along the Media Path

Cash Box will mark its 19th anniversary with publication Aug. 5 of its annual "World-Wide Recorded Music Directory, 1961."

• Paramount Pictures Corp., Frank G. Shattuck Co. (Schrafft's restaurants), Coiffures Americana Salons, and major department stores throughout the country will tie in with the August issue of **Ingenue** to promote the "It Look '61" to teen girls. In its editorial pages the magazine has up-dated and redefined the "It" look of the 1920s, covering fashions, hairdos, makeup, attitudes and food.

• The annual review of significant developments and applications in the field of electrical/electronic engineering will be incorporated in the December issue of **Electrical Engineering**. The annual review usually is published in January, but because the January, 1962, issue will constitute a special show issue for the national Electrical Engineering Exposition it has been advanced one month. The exposition will be held at the New York Colisseum Jan. 29-Feb. 2.

• **Resort Management** has adopted a new merchandising plan whereby advertisers using a minimum of three pages of space in the magazine during 1962 are eligible for "free mailing service via the publication's newsletter, *Resort Report*." Specifically, eligible advertisers may designate any one of seven issues of the newsletter, beginning in September and running through November, 1962, to carry a two-page front-and-back insert free of charge.

• The Press Club of Dallas Foundation has awarded **KBOX**, Dallas, its quarterly award for the best radio news coverage in the greater Dallas-Fort Worth area.

• Affiliated stations of **Keystone Broadcasting System** cover 83% of all U. S. counties and reach listeners in 2,547 counties among the nation's 3,069 such geographical divisions, according to a recent survey available from Keystone Broadcasting System, 111 W. Washington St., Chicago 2.

• A nine-day vacation for two in Rio de Janeiro, plus $500 in cash, will be awarded by **Family Circle** to the adman who writes the best review of the publication's new film presentation, "For Homemakers Only." The film deals with a mythical agency and a media-buying situation (AA, May 22). Reviews, which may be any length, must be written on company letterhead and sent to the magazine at 25 W. 45th St. Contest closes Sept. 15.

• "Eggs 'Round the Clock" is the theme of a public-service campaign to be sponsored by **WCAU**, Philadelphia, Aug. 13-20, in an effort to increase the use of fresh eggs in the Pennsylvania, New Jersey and Delaware markets.

• **Look** has published a survey showing which member of the family group originates the idea of buying small appliances and who makes the actual purchase. Additional information may be obtained from *Look*, 488 Madison Ave., New York 22.

• The top 100 national advertisers of 1960 (as compiled by ADVERTISING AGE) spent 53.5% of their measured media expenditure in television, according to a new folder released by the **Television Bureau of Advertising**. Of the $1,695,353,369 spent by the group, $906,467,950 was spent for network and national spot television advertising. Additional information may be obtained from the Television Bureau of Advertising, 1 Rockefeller Plaza, New York.

• An expanded home section featuring 16 pages of news and advertising about the home heating industry will be published by the **Milwaukee Journal** Aug. 20.

• **KFMB**, San Diego, has started broadcasting traffic reports on the city's freeways from its Cessna 172 airplane, formerly used for special coverage of news events in Southern California.

• Attorney General Robert F. Kennedy has commended the **Houston Post** for developing and publishing a series of articles on the unlawful availability and misuse of amphetamine and barbiturate drugs. The articles, written by Jim Mousner, state editor, exposed loopholes in laws aimed at restricting usage of the drugs to those persons with legitimate needs.

AWARD—*Charles Kane (right), vp and director of advertising, Newsweek, presents a special merchandising commendation to Jake Landen, director of marketing, Revere Camera Co., citing Revere for "aggressively merchandising its 1961 advertising."*

• **Department of New Laurels:** **Life International Editions** report advertising revenue of $3,916,000 in the first half of 1961, a 6.7% increase over the comparable 1960 period. #

St. Louis Group Elects Magoon

Paul E. Magoon, advertising manager, Granco Steel Products Co., has been elected president of the Industrial Marketing Club, St. Louis. Other new officers are Robert F. English, advertising manager, Moloney Electric Co., vp; W. R. Siems, advertising manager, Bemis Bro. Bag Co., secretary; and John J. Kolar, assistant advertising manager, Metal Goods Corp., treasurer.

!,...()
there's no question in Pittsburgh

Only KDKA-TV delivers 48.9% share
KDKA-TV has 17 of the top 20 progra
has been Number 1 in 30 straight P

Philip Morris Reports Sales, Earnings Up for 1st Half of '61

NEW YORK, July 25—Net sales and earnings of Philip Morris Inc. for the first six months of 1961 were above year-ago levels, the company reports. Philip Morris attributed its growing cigaret volume in part to "particularly good showings" of Marlboro and Philip Morris Commander.

Net sales through June 30 were $258,465,000, up 3.5% over the first six months of 1960. Net income rose 3.1%, to $5,731,000, for the same period.

Joseph F. Cullman III, president of Philip Morris, said that in addition to rising sales of Marlboro and Commander brands, Parliament and Benson & Hedges also showed gains.

"It is too early to judge the results of our new promotional activities on our Alpine brand," he said, "but initial reactions have been most favorable to the campaign—'Who put the men in menthol smoking? Alpine—that's who!' " #

Weyerhaeuser III Appointed

J. P. Weyerhaeuser III has been named manager of marketing research and merchandising of the wood products division of Weyerhaeuser Co., Tacoma. He will direct merchandising programs previously handled by four separate divisions. He was formerly vp and manager of the Roddis division. Carroll K. O'Rourke, formery advertising and sales promotion manager of the lumber and plywood division, has been named merchandising manager.

Horton Joins Norman, Craig

Frederic Lyman Horton, formerly a general sales executive with National Broadcasting Co., has joined Norman, Craig & Kummel, New York, as a vp and media specialist.

TWO FIRSTS—*Two ad firsts appear in the August Chatelaine with a gate-fold ad for Canada Packers Ltd., Toronto. It's the first gatefold for both the advertiser and the first cover gatefold for the magazine. Checking over proofs of the ad are A. Gardiner (left), advertising sales manager, Chatelaine, and J. V. Dampsy, general advertising and sales promotion manager, Canada Packers. Cockfield, Brown & Co. is the agency.*

Street & Finney Buys Harvey-Massengale, Old Atlanta Agency

NEW YORK, July 27—Street & Finney has acquired the Harvey-Massengale Co. of Atlanta, and will operate the agency under the same name as a division of the parent company.

The merger was made to provide Street & Finney with southeastern representation in its handling of southern drug and package goods accounts, according to William G. Johnston, exec vp.

Seaborn Langley, formerly with Southern Bell Telephone Co., will join the Atlanta office as an account executive, and two new accounts will be announced early next month. Mr. Johnston declined to reveal their names at this time.

■ Harvey-Massengale was established in 1922 and is one of the oldest southern agencies in continuous operation. Its billings are less than $1,000,000 from ten accounts, including Creomulsion Co., Georgia Military Academy, Shuptrine Co., and Davis Wholesale Drug Co.

Street & Finney, founded in 1902, reported 1960 billings to ADVERTISING AGE as $8,000,000. Its accounts include Colgate-Palmolive, Whitehall Pharmacal, Chattanooga Medicine, several Canadian accounts, and northern territory advertising of Creomulsion. #

Ling-Temco-Vought Names Johnson Ad, PR Director

John W. Johnson, public relations and advertising manager of Chance Vought Corp., has been named director of public relations and advertising of Ling-Temco-Vought Inc., Dallas aerospace and electronics company which will be formed Aug. 31. Luther S. Smith, who now heads up pr and advertising for Ling-Temco Electronics Inc., will become assistant to the board chairman of L-T-V. Stockholders of both Dallas companies voted to merge June 30. Jack Simon, deputy director of pr and advertising of Ling-Temco, will be assistant director of pr and advertising for the new company and Roy D. Long will be supervisor of advertising for L-T-V, a post he now holds at Chance Vought.

Meanwhile, Jack Wyatt Co., Dallas, which two weeks ago landed the Ling-Temco-Vought account (AA, July 17), has named Harold L. Mayer copy-contact executive for L-T-V. Mr. Mayer formerly was divisional ad manager for Texas Instruments.

'Traffic & Distribution Management' Bows in Canada

Wallace Publishing Co., Montreal, will launch *Traffic & Distribution Management* next March. Circulation will be "over 6,000," with the one-time b&w page rate set at $325.

Fife Mfg. Names Ackerman

Fife Mfg. Co., Oklahoma City, manufacturer of automatic web guiding equipment, has appointed Ackerman Associates, Oklahoma City, to handle its advertising.

...

of audience†! Only
ms‡, & only KDKA-TV
ittsburgh ARB's*

KDKA-TV
2 CBS in Pittsburgh
Westinghouse Broadcasting Company, Incorporated
Represented nationally by TvAR

†‡ Pittsburgh ARB, June, '61
*Jan. '56 through June, '61

Attention Admen!
fit type
IN SECONDS!
Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.
Money-back guarantee!
HABERULE
Box AA 245, Wilton, Conn.

Victor, Comptometer Merging

Directors of Comptometer Corp. and Victor Adding Machine Co., both Chicago, have approved a merger. The proposal will be submitted for stockholder approval. No date for the merger has been set, and plans regarding agency alignment have not been completed. Frank C. Nahser Inc. is agency for Comptometer, and John W. Shaw Advertising handles Victor advertising. In the merger, about 1,000,000 Comptometer shares will become 1,000,000 shares of the combined operation. The 1,000,000 Victor shares will become 3,600,000 shares of the new company.

FOR QUALITY WORK ON
kleen-stik®
Whether you need waterless pressure-sensitive decals or other Kleen-Stik items. Our silk screening is superior. Creative and production facilities. Send now for free samples, estimate.
SCREEN PROCESS PRINTING COMPANY
P. O. BOX 948, WICHITA 1, KANSAS

Spot Time Adds Two Stations

KWHK, Hutchinson, Kan., which has been handled by Gill-Perna, has named Spot Time Sales its national representative, effective Sept. 1. Eugene F. Gray Co. will continue to represent the radio station locally. Spot Time also has been named to represent KULA, Honolulu, formerly handled by Daren F. McGavren Co.

Sargent Reviews Ad Program

E. H. Sargent & Co., Chicago, manufacturer of laboratory and scientific equipment and chemical supplies, is reviewing its advertising program and has been talking to other agencies. Kreicker & Meloan, Chicago, the current agency, has handled the account for 25 years.

Univis Names Hume, Smith

Univis Inc., Fort Lauderdale, Fla., manufacturer of eyeglass lenses and frames, has named Hume, Smith, Mickelberry, Miami, to handle advertising.

Gotham-Vladimir Adds One

Mennen Co. has appointed the San Juan office of Gotham-Vladimir Advertising to handle its advertising in Puerto Rico. McCann-Erickson is the previous agency.

Denver Area Boom Gains

The Voice of the Rocky Mountain Empire

★★ THE DENVER POST HOME EDITION

Denver, Colo.—Climate Capital of the World

Vol. 69, No. 346 — *5 Cents, 60 Pages*

Building Pace Sets Record

334,800 WORKING

Denver Area Job Total Gains 5,900 in May

Approximately 334,800 persons were employed in nonagricultural jobs in the Denver area in May—5,900 more than in April and 13,200 more than in May 1960.

The Denver office of the U. S. Bureau of Labor Statistics reported Wednesday that manufacturing employment of 67,400 in May was 100 higher than April and topped one year ago by 5,700.

As the seasonal upturn in building in the Denver area began, contract construction employment increased from 20,600 in April to 23,500 in May.

Statewide, 519,000 persons were employed in nonagricultural industries in May, 8,900 above April and 16,200 more than in May 1960.

Contract construction employment reached 35,400—4,100 more than the previous month.

There were 89,800 employed in manufacturing, 900 more than in April and 6,100 above May 1960.

The durable goods industry continued to expand in Colorado with 52,300 persons employed in May against 51,800 the previous month and 46,200 the previous year.

Average hourly earnings topped 1960 wages for all Colorado industrial groups except coal mining.

30 Pct. Ahead of Year Ago

The Denver metropolitan area's 1961 construction pace is breaking all records and running more than 30 pct. ahead of last year.

Figures released Wednesday by Lloyd Hughes, president of Title Guaranty Co., disclosed that new real estate loans in the five-county area during May amounted to $54,075,173, an increase of 39.4 pct. or $15,308,491 over the same month a year ago.

Real estate loans are an accurate barometer not only of building activity but of new-home sales.

The record pace of mortgage loan activity in Denver, Adams, Boulder, Arapahoe and Jefferson counties during May exceeded the year's previous record set in April.

The April total was $53,747,725, up 34.3 pct. over April 1960.

Loan Totals Up

Figures supplied by Hughes showed that in the first three months of 1961 metropolitan real estate loans totaled $130,685,935.

Hughes said the number of loans during May also exceeded those of the same month a year ago. The total was 3,621, compared with 2,972 in May 1960.

Adams County was the leader in percentage gain in dollar value last month with $9,671,315, up 106.8 pct. from the total a year ago. The number of Adams County loans increased 26.3 pct.

In Arapahoe County the May total of 713 new loans was a gain of 31 pct. Dollar value at $11,112,354 was up 45.7 pct.

Jefferson County dollar value increased 40.4 pct., from $7,914,351 in May 1960 to $11,113,197 in May this year. The number of loans was 677, up 26.3 pct.

Boulder

NEXT 5 YEARS

Colorado to Lead In Home-Building

Colorado will top all other states in home-building volume in the next five years—and Denver will rank third among cities in percentage gains compared with the five years past.

This is the highlight of an annual forecast of non-farm residential housing starts just issued by Denton Housing Trends Co., Coral Gables, Fla.

The consulting firm's forecast follows the pattern of previous surveys by the Bureau of Business and Economic Research of the University of Miami, and covers more than 80 metropolitan areas of the nation.

The prediction would put Colorado and Denver among the top 10 home building areas in percentage gains for the first time.

The report is projecting a 7

$1 Million Building Scheduled

A new $1 million building and a new payroll of $1.25 million a year were announced for Den-

AFA Chapel Gets Aluminum Sheath

Construction of the unique Air Force Academy Chapel is shown to date as workers attach the top aluminum panel to one of 17 steel spires. Stained glass panels will be placed between the aluminum-covered spires. The chapel, due for completion in mid-1962, rises 150 feet above the main Academy campus and will provide within the single structure separate chapels for cadets of the Protestant, Catholic and Jewish faiths. Designed by the Academy architect-engineers, Skidmore, Owings and Merrill, it is being built at cost of $3,385,000.

DOLLAR BONANZA

Conventioners Jam Denver

Denver will have gained more than $19 million in new national convention business by the end of 1961 as a result of the metropolitan area's three-year boom in construction of hotel and motel rooms.

The Denver Convention and Visitors Bureau said Saturday the huge cash windfall is a direct result of the fact 3,584 rooms have been made available in the metropolitan area by construction of the Denver Hilton Hotel, the Brown Palace annex and 23 highway hotels.

Charles John Harcourt, president of the Convention Bureau, said 57 major national conventions—which otherwise could not have been held in Denver for lack of accommodations—selected Denver as their meeting site for the period starting April 9, 1960 and ending Dec. 31, 1961.

April 9, 1960, was opening date for the 884 room Denver Hilton Hotel with its two major floors of convention exhibit space.

Harcourt said completion of the Hilton, closely following completion of the 288-room Brown Palace addition with its big Grand Ballroom, put Denver in the big leagues in the national convention picture for the first time.

"The added facilities provided by the Denver Hilton made all the difference," Harcourt said. "The more than $19 million in new dollars spent here between 9, 1960, resulted in 281,400 more delegate days attendance during the balance of 1960, Harcourt said. He estimated conventions which couldn't have been held two years ago in Denver because of their size will bring an extra 316,500 delegate days this year.

He also pointed out that the new bonanza of convention dollars does not all go to the Hilton.

Boulder Gains, Too

The delegates stay at facilities other than the Hilton. Even Boulder, which has added 500 first-class highway hotel rooms, reaps the benefits.

"But the Hilton's 884 additional rooms have added enough to Denver's total capacity to make it possible for the city to accommodate all the largest conventions, a wonderful situation," Harcourt said.

The convention Bureau gave this breakdown of where the extra $19,115,073 in new spending is going to show its 4-to-1

Bank Report Notes 18 Pct. Denver Gain

Denver business activity reached a new high in May with bank debits up an impressive 18 pct. from corresponding 1960 volume, the Kansas City Federal Reserve Bank reports.

Debits here in May totaled $1,684,685,000. For the first five months they showed a gain of 13 pct. to $7,844,460,000.

Greeley, Colo., also showed a heightened rate of activity with debits up 23 pct. to $62,956,000 for the month and up 23 pct. to $303,485,000 for the five months.

Pueblo bettered its 1960 performance for May with an 8 pct. gain to $58,321,000.

The 43 reporting cities of the 10th Federal Reserve District were up 10 pct. to $9,508,042,000 for May and up 7 pct. to $45,897,987,000 for the five months.

Loveland Plant to Expand

LOVELAND, Colo. — Hewlett-Packard Co., Palo Alto, Calif., Friday announced a $4.5 million expansion program for its Loveelectronics plant

All Business Indicators Up

By WILLARD HASELBUSH
Denver Post Business Editor

The Denver metropolitan area's boom in business and population is gaining new speed as 1961 nears the mid-point.

Statistics released Saturday by the Denver Chamber of Commerce showed that employment in the five-county metropolitan area stood at a record 396,275 as of June 1.

That's a gain of 18,135 in the last year. A total of 7,495 more persons were employed on June 1 than on May 1 and unemployment in the area dropped to 3 pct., well below the national average.

All other major business barometers also surged upward during May, the report disclosed.

Reflecting the steady month-by-month increase in the Denver area's population, the number of electricity customers in the five-county area stood at 307,547 on June 1.

That was a gain of 1,278 in a single month. For the last 12 months the gain has been 13,588.

Bank debits in Denver during May neared $1.7 billion, up 18 pct. from a year ago. For the first five months of 1961 the gain has been 13 pct.

Department stores sales, a major key to how business is faring, were up 5 pct. in Denver during May over a year ago. For the last five months the gain has averaged 7 pct.

New construction is keeping pace with the increase in population. In Denver alone the value of building permits in May was up $2.4 million over May 1960.

Even travel is booming in Denver.

The report showed that 172,279 passengers were checked on and off airliners at Stapleton Field during May. That compared with 171,113 in April and 158,799 in May a year ago.

Construction of the NCR building will begin by mid-August. The structure will be built by the Upjohn National Leasing Co. of Kalamazoo, Mich., a firm which frequently handles National Cash Register Co. construction.

It will be of modern design, two stories, with concrete block, stone and glass exterior.

Greer said the building will be air-conditioned and will include an assembly hall, canteen, equipment storage rooms and some 30 classrooms.

A 150-car off-street parking lot will adjoin the building.

"Expansion of service training is in keeping with the general growth of business and the development of many new types of mechanical, electromechanical and electronic equipment," Greer said.

Final Training

All students at the center will be NCR employees undergoing final training. The company now concentrates its training at Dayton, O., but Greer said the firm's growth has necessitated not only the new western training center in Denver but another to be built on the East Coast.

Average length of the specialized training course will be 21 weeks, although some students will be here for up to six months. Many are expected to bring their families with them.

Greer said the trainees will be a major market for new apartments springing up along

GOOD NEWS

Department Store Sales Up 9 Pct.

Denver business activity rolled along to new highs last week with department store sales 9 pct. above the corresponding 1960 week's dollar volume, the Kansas City Federal Reserve Board reports.

Sales for the four weeks ended June 10 were 5 pct. ahead of last year and were 6 pct. higher for the year.

In the 10th federal reserve district as a whole sales were up 6 pct. for the week, 3 pct. ahead for the four weeks and 3 pct. higher for the year.

The 10th district includes Colorado, Wyoming, Nebraska, Kansas, Oklahoma and parts of New Mexico and Missouri.

Big Growth Predicted For Denver

"Denver is the youngest of America's major cities—and it is one of the fastest growing.

"Further growth seems inevitable for Denver. It's good country—and there's room to grow."

That's the conclusion drawn by Printers' Ink nationally circulated advertising trade magazine, in an article in its current issue entitled "Denver: Hub of the Rocky Mountain Empire."

"Denver was a good soldier town, during World War II, to thousands of GIs stationed at Lowry Field and other military installations, and to those who simply passed through," the article begins.

The article continues: "New York was bigger, Chicago more vigorous and San Francisco more sophisticated. But Denver had just about everything they had, in manageable quantities, also friendly people, a salubrious climate, and an easy pace."

Printers' Ink traces Denver's explosive population and business boom since 1946 and concludes that—despite it all—"Denver hasn't changed."

Hasn't Changed

"It is still a pleasant, friendly place, and a good soldier town," the national magazine says. "Or, more correctly, an ex-soldier town, for many former GIs who vowed to come back to live did, and they are finding it pretty

KXLY Ex-Manager Wins Suit

Richard E. Jones, former general manager of KXLY and KXLY-TV, Spokane, was awarded $95,006 in his suit against his former partners, Joseph Harris and Norman Alexander. Mr. Jones, who left the stations in 1958, sought $325,000 for his 10% interest in the stations.

Halle Bros. Appoints Garber

John Garber has been appointed sales promotion director of Halle Bros. Co., Cleveland, succeeding Richard W. Carpenter, who has resigned. Mr. Garber was formerly with Allied Stores Corp. and D'Arcy Advertising Co. in New York.

Radio Group Elects Brown

Bev. E. Brown, of KGAS, Carthage, Tex., has been elected president of the new Northeast Texas Radio Broadcasters Assn. Also elected were Bob Dunn, KSFA, Nacogdoches, vp, and Tom Perryman, KGRI, Henderson, secretary-treasurer.

Sabra Moves to Miller

Sabra Motors Corp. of America, New York, eastern distributor of the Israeli-made Sabra automobiles, has appointed Miller Advertising Agency, New York, to handle its advertising. The previous Sabra agency is Ritter, Sanford, Miller & Kampf.

sell the

GROWTH MARKET

of the West

through

one of America's

great newspapers

few papers anywhere cover their home city and trade area as effectively as the Denver Post

Editor and Publisher: PALMER HOYT

Represented Nationally by

MOLONEY-REGAN & SCHMITT, INC

CIRCULATION

Daily 265,980

Sunday 348,937

Empire Magazine and Comics . 367,168

A. B. C. Publisher's Statement March 31, 1961

'Reader's Digest' Takes Its Case to Canadian Readers

MONTREAL, July 25—Asserting that it wants to continue to carry Canadian advertising, the *Reader's Digest* said last Friday that its choice under recommendations of the Royal Commission on Publications would be either to quit publishing in Canada or to ask its 1,100,000 Canadian subscribers to pay perhaps double the present price for the Canadian-printed product.

The present newsstand price in Canada is 35¢ an issue. Mail subscribers pay less.

The *Digest's* comments on the Royal Commission's report were issued in advance of their appearance in the August Canadian edition of the magazine, which went on the newsstands today. Said the *Digest*, in reference to the report tabled in Parliament June 15 and prepared under the chairmanship of Grattan O'Leary, president of the *Ottawa Journal:*

"The *Reader's Digest* hopes it will be permitted to abide by the course favored by its Canadian readers. The *Digest* wants to continue to carry Canadian advertising. It does not want to withdraw from Canada. It does not want to ask Canadian subscribers to pay perhaps double the present rate for the magazine."

■ Main commission recommendations were that advertisers' exemptions for tax purposes not be allowed when they gave their business to a foreign-owned periodical, no matter where printed, and that foreign periodicals carrying Canadian domestic advertising be barred entry to Canada.

The first recommendation would strike directly at *Reader's Digest*, printed in Montreal. The second would land on *Time's* Canadian edition, which at present is printed in the U. S., although plans had been announced for switching the printing to Canada.

■ Said *Reader's Digest* in defending its position:

"Almost two decades ago the *Reader's Digest* decided that its copies destined for Canadians should be printed in Canada and that all its activities involving Canadian readers should be progressively shifted here. The *Digest* did not come to Canada to seek advertising revenues. Its Canadian copies did not then contain any advertising, nor did they do so for almost five years after they were first printed in Canada.

"Faced with rising costs in the inflationary period after the war, the *Digest* asked an independent organization to make a survey to determine whether Canadian readers would prefer an increase in the subscription price or the inclusion of advertising.

"The response was overwhelmingly in favor of advertising."

■ The magazine's Canadian edition is printed both in French and English, and the *Digest* statement noted that "Canadians sit on the board of directors of the two companies that publish the two editions in this country, and their number is soon to be increased until Canadians are in the majority. Over a year ago the board approved a program for Canadian participation in the ownership of the *Reader's Digest* in Canada."

There has been no indication when Parliament, which is adjourned until September, will act on the report. #

'Models' Weekly' Bows

Models' Weekly, which covers the modeling market for tv and high fashion photography, has appeared with a 15¢ cover price. One-time b&w page rate is $100. Jules Minuskin is editor and publisher and Gaston Roland is advertising manager. The magazine is published at 29 W. 26th St., New York.

Stickin' around WITH kleen-stik®

IDEA NO. 195

Ready for Summer?

That's the question raised by a sparkling 3-D shelf talker used by **Edward Dalton Co.**, Evansville, Ind., to promote sales of their famous slenderizer, **Metrecal**. The colorful cutout stops 'em coming and going with a flag. The piece is designed to be used on a straight-away shelf or on a corner. Designed by **Art Miller of Coventry, Miller and Olzak**, Chicago art studio, under the direction of **Lloyd Duke**, Edward Dalton Company's Director of Creative Services—this shelf talker is held fast by dependable Kleen-Stik "D" Transfer Tape. Snappy production was handled by **Inland Lithograph** of Chicago with **David Grigsby** supervising. Kleen-Stik was applied by **Ace Finishing Co.**, Chicago.

Real Cool Sign Sells Sunglasses

IDEA NO. 196

There's no doubt about it!—Cool-Ray Polaroid® Sunglasses, sold by **Cool-Ray, Inc.**, ELIMINATE GLARE. An astounding window display held up by durable Dubl-Stik offers proof positive. The display is attached to drug store windows in such a manner that the prospective sunglass buyer looks through two openings simultaneously. One eye sees a reflection of the word "glare" while the other eye sees nothing because there is a Polaroid lens mounted in the opening. This proof producing demonstrator was conceived by **R. D. Wallace**, Sales Promotion Mgr. of **Cool-Ray, Inc.**; silk-screened by **Norman Buffett Industries**, Boston, direction of **H. Cookman**.

Displays for sunglasses and slenderizers and practically everything else get up faster and stay up longer with Kleen-Stick. See your printer for information or write direct.

WORLD'S MOST VERSATILE SELF-STICKING ADHESIVE

SEND THIS COUPON TODAY FOR FREE IDEA-PACKED BOOKLET!

Kleen-Stik Products, Inc., Dept. A
7300 W. Wilson Ave., Chicago 31, Ill.

Send me your free "101 Stik-Triks" booklet and full information about Kleen-Stik Self-Sticking products.

Name.....

Title.....

Company.....

Address.....

City.....Zone.....State.....

kleen-stik PRODUCTS, INC.

7300 West Wilson Avenue
Chicago 31, Illinois

The trend thunders on.

Nielsen rounds up the figures for the week ending July 9 and figures ABC-TV for first place in average audience.*

This measurement, it should be noted, is in the toughest competitive arena—the markets where *all 3* networks vie for the Viewer's eye. The breakdown is illuminating: 5 out of the top 10 shows, 40 firsts or seconds out of 49 half hours programmed.

Summer or no...the trend to ABC-TV, than which there is nothing harder to stop, continues unstoppable.

ABC Television

*Source: Nielsen 24 Market TV Report, average audience, week ending July 9, 1961, all commercial programs originating between 6-11 PM (N.Y. time) Monday thru Sunday.

Columbia Records Revamps Sales Setup, Revives Masterworks

NEW YORK, July 26—Columbia Records has announced a "major realignment" of its sales forces and said it was reviving Columbia Masterworks, a classical music offering.

The company named William P. Gallagher, formerly director of sales of Columbia Records, vp of marketing, a new post. Jack Loetz, previously general manager, was named to succeed Mr. Gallagher.

Maurice L. Hoffman, formerly a Columbia regional manager, was appointed national sales manager. Mr. Hoffman will assist Mr. Loetz in planning and directing merchandising programs, and will train and direct Columbia's national promotion managers.

Charles Schicke was named national promotion manager of Columbia Masterworks, a sales unit "reactivated as a result of increased sales efforts in the classical market." Mr. Schicke formerly was director of classical albums and national sales manager of Epic records, an independent label marketed by Columbia. He will coordinate artist tours with product managers of classical albums, Columbia said.

■ Under the new setup all retail activities of Columbia, except direct mail, will report to Mr. Gallagher. These include Columbia Record label sales; Columbia Record distributors; its wholly owned branches, directed by Kenneth Glancy, a vp; Columbia home music library, a test project, headed by Milton Selkowitz, general manager; and a newly established Columbia special products, which covers premium sales, promotions, gift programs and other activities. Albert Shulman is its general manager. #

K&E Adds Four, Shifts One

Kenyon & Eckhardt, Los Angeles, has appointed Mickey Trenner, formerly with Grey Advertising Agency, head of tv-radio and commercial production activities, succeeding Alfred Tennyson, K&E vp, who has transferred to Chicago as head of the commercial production department Martin Schwager, formerly with J. M. Straus Co., has joined the Los Angeles staff as research supervisor. Tom Blanchard, formerly with Campbell-Ewald Co., Detroit, has joined K&E in New York as a tv-radio writer. Victor L. Oleson, also previously with Campbell-Ewald, has joined K&E in Detroit as a copywriter.

Arndt, Preston Adds Three

Arndt, Preston, Chapin, Lamb & Keen, New York, has been named to handle advertising for three new accounts: James Seeman Design Inc., New York, wallpaper manufacturer; Cameo Fabrics Inc., manufacturer of ready-to-wear fabrics; and Lamp & Shade Institute of America, New York, for a promotion for portable lamps to be launched in January. Jamian Advertising formerly handled James Seeman; Cameo formerly placed advertising direct.

Champ, Wilson Names Michetti

Robert M. Michetti has been named a partner of Champ, Wilson & Slocum, San Diego. He will continue to serve as an account executive with over-all agency responsibility for production and art supervision.

Storz Names Sampson VP

Jack S. Sampson has been appointed a vp of Storz Broadcasting Co. Mr. Sampson is general manager of KOMA, Oklahoma City, a post he has held since Storz acquired the station in 1958.

SHERATON SELL—*Sheraton Corp. of America, New York, has been running a series of four tv commercials in about 50 markets. Schedules of minute and 20-second announcements for the chain of 60 hotels promote such things as (left) the convenience of downtown hotels being located "in the heart of things"; (center) the "family plan"—no room charges for children under 14 accompanying their parents; and (right) "Reservatron," the electronic device that makes and confirms reservations in four seconds. The schedules are continuing indefinitely. Batten, Barton, Durstine & Osborn is the agency.*

S.F. Juniors Elect Groulx

Robert Groulx, Foster & Kleiser, has been elected chairman of the San Francisco Junior Advertising Club. Other new officers are Richard Rojas, National Biscuit Co., 1st vice-chairman; Dawn Tognoli, Steedman & Cooper, 2nd vice-chairman; and Paula Marcucci, Hoefer, Dieterich & Brown, secretary-treasurer.

Malin Joins Ascon Corp.

Larry L. Malin has joined Ascon Management Corp., Los Angeles, management services company, as exec vp. Mr. Malin, formerly vp of the commercial electronics division, Admiral Sales Corp., Chicago, will direct promotion for Ascon clients.

'Better Farming Methods' Boosts Circulation, Rates

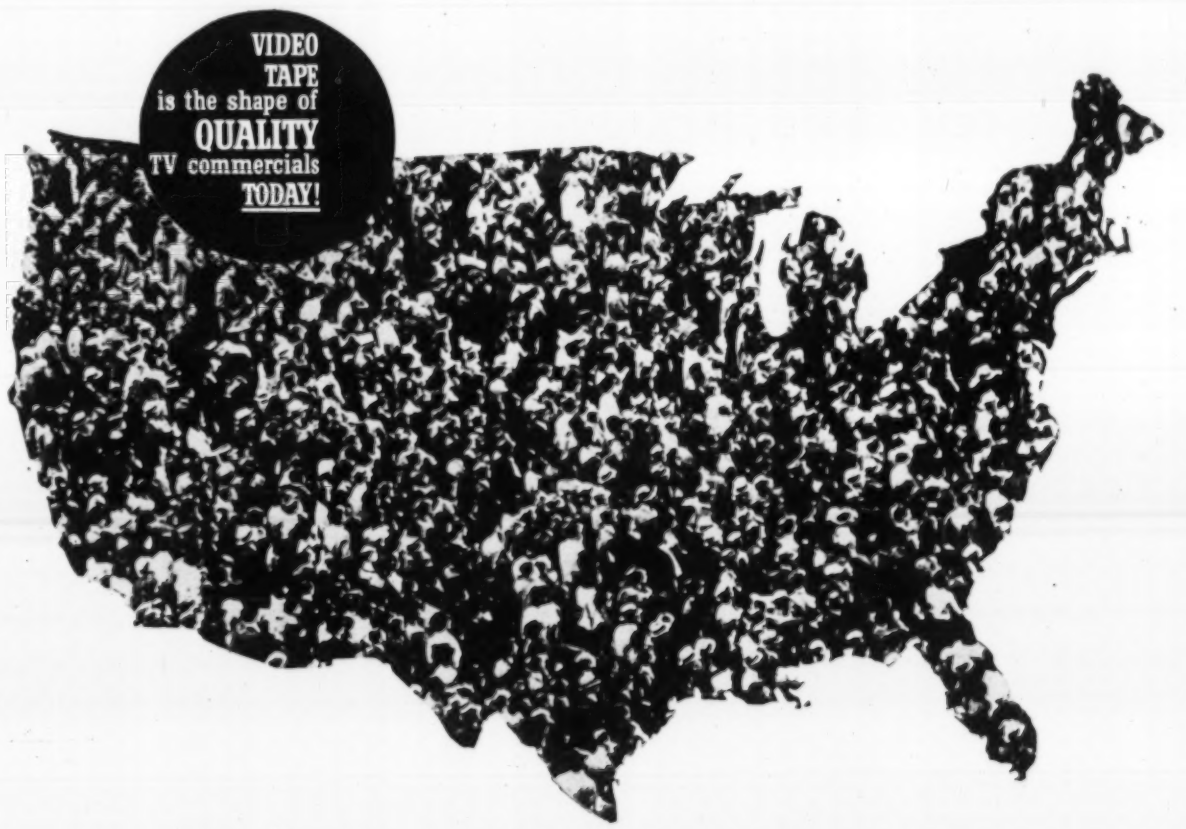
Better Farming Methods, published by Watt Publishing Co., Mount Morris, Ill., will raise its circulation from 50,000 to 75,000 with the January, 1962, issue. A one-time b&w page in the national edition will go from $925 to $1,240.

Hudson Boosts Erickson

J. L. Hudson Co., Detroit department store, has promoted Roy Erickson to the new position of advertising manager. He will be responsible for budget planning and control, personnel administration, and director of advertising production. He joined Hudson in 1957 as special events manager.

O'Neil Joins WNAC, WNAC-TV

John P. O'Neil, formerly promotion manager of WHYN and WHYN-TV, Holyoke, Mass., has joined the sales promotion department of WNAC and WNAC-TV, Boston.



TAPE COMMERCIALS COVER U.S.A. ON NETS OR SPOT
on SCOTCH® BRAND Live-Action Video Tape!

Today your TV commercials on "SCOTCH" BRAND Video Tape can reach the TV families in 126 top market areas . . . over 90% of the potential market for any product! In the 1960-61 season, "live-action" taped commercials have sold successfully in practically every product category, e.g., foods, coffee, beer, toothpaste, cosmetics, soaps and cleansers, automobiles, gasoline, appliances, etc.

Network and spot coverage are both excellent. The three major networks have complete tape facilities that enable your message to reach every TV family within range of a net's 150 to 200 affiliated stations. Spot coverage is virtually national and grows every day. All stations equipped for tape, located in major cities from coast to coast, will deliver your video-taped commercial. Altogether they cover more than 90% of all TV homes on either a regional or national campaign basis.

Today's trend to tape and resulting volume of use has reduced the cost of "SCOTCH" BRAND Video Tape significantly since its introduction, and has lowered the cost of making duplicate prints. Also, many "extras" such as station charges for roll-in or playback of tape have been virtually eliminated.

Any way you look at it . . . the comprehensive market coverage, the superior picture quality, the production advantages such as immediate playback and no processing (even for color!) . . . today's video-taped commercial is a better advertising buy than ever! Why not ask your local video tape producer to bid on your next storyboard? No cost or obligation.

Write for free copy of "Techniques of Editing Video Tape," to: 3M Company, St. Paul 6, Minn.

MAGNETIC PRODUCTS DIVISION
MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

4 Outdoor Operators Set Up Sales Group for N.Y. Market

CHICAGO, July 25—Four outdoor advertising operators—General Outdoor Advertising Co., Chicago; United Advertising, Newark; O'Mealia Advertising, Jersey City, and Disosway & Fisher, New York—have joined forces in the New York market to form Metropolitan Outdoor Group.

■ The companies, which previously made separate presentations to agencies and advertisers, now have a joint presentation which has been made to media, merchandising and creative groups in a number of New York agencies.

The group reports that advertisers must buy posting from 20 different plants to cover the metropolitan New York market, and they hope to help solve some of the problems this situation creates. #

Simpson Alleman Duffield

COLUMBIA CONFAB—*James E. Duffield Jr., assistant advertising manager of Coca-Cola Co., and H. Edward Alleman Jr., vp of Young & Rubicam, take time out at the 18th session of Columbia University's executive program in business administration to chat with Hoke S. Simpson, program director. The course is held twice a year for senior executives of diverse industries.*

Nicholas Joins Pratt & Whitney

Bayard Nicholas has joined Pratt & Whitney, West Hartford, manufacturer of machine tools, cutting tools and gages, to manage market research and related activities. Mr. Nicholas was formerly manager of research and sales development of *American Machinist/Metalworking Manufacturing.*

Brownberry Names Agency

Brownberry Ovens, Oconomowoc, Wis., has named Johnson & Lewis, San Francisco, to handle advertising on the West Coast. Knox Reeves Advertising, Minneapolis, is agency for Brownberry's baked goods product division.

Lindberg Joins Rozene

Charles E. Lindberg has joined Rozene Advertising Agency, Bridgeport, Conn., as an account executive. Mr. Lindberg was formerly an account executive with Molesworth Associates, Boston.

Girls Act Like Santa at Christmastime, 'Seventeen' Finds

NEW YORK, July 26—Whoever said women hold the purse strings forgot to mention one thing: Their spending habits start early, at least when it comes to Christmas gift buying.

But it's not all bad, especially if you happen to be the beau of a teen age girl. Because, according to a survey by *Seventeen* of 1,425 members of its consumer panel, the boy who may marry junior miss is high man on the gift totem pole.

Teen gals will splurge $169,786,000 at Christmas, and 51.4% will spend an average of $10.11 for the guy. Chances are he'll get a sweater (29.8%), shirt (18.2%), jewelry (20.2%), wallet (9%), a "picture of myself" (5.3%), or maybe a book (1.8%).

The teen ager's steady came off ahead of her family. *Seventeen* reported that mom's gift cost $9.94, dad's $7.92, older sister's $5.92, and younger sister's $5.37. A girl friend's gift cost $5.80 on the average.

■ In the who-gets-what department, *Seventeen* said 26.2% of the moms got perfume, cologne, toilet water or other cosmetics and toiletries; 18.1% got a slip; 19.3% a blouse; 12.7% earrings; and 10.6% silver, china or glassware.

Pop, on the other hand, has a 1½-to-1 chance of getting a shirt instead of a tie. Older sister got perfume and cologne 15% of the time, and china, silver and glassware 10.6%. Little sis had 26 chances out of 100 of getting toys or games.

Nearly 12% of older brothers got shaving equipment, and 32.4% of the younger ones wound up with toys and games. Girl friends got got jewelry, mostly (48%), outerwear (21.1%), lingerie (14.5%), stuffed animals (10%), records (7%).

■ *Seventeen* also said it figured that 71.4% of some 3,641,400 teen readers received $58,007,502 for Christmas. Of this 42% treated themselves to gifts, while 29.4% banked some and spent some. On the average they paid $9 for a sweater, $4.74 for a blouse, $9.86 for a skirt, and $15.56 for dresses, shoes, jewelry, toiletries and records.

Copies of the report, "The Christmas Gift Story," are available on request from the research department of *Seventeen*, 320 Park Ave., New York. #

Herman Forms Own Company

Hal Herman, a principal in McAskill, Herman & Daley, Miami newspaper representative, will form his own company—Hal Herman Associates—Aug. 1 in Miami. The new company will represent the *New York Herald Tribune, Columbus Dispatch, Toronto Telegram, Minneapolis Star* and *Tribune, Des Moines Register* and *Tribune*, and *Buffalo Courier Express* in Florida. McAskill, Herman & Daley will be disbanded. Leon C. McAskill will remain active in his publishing enterprises; G. Fred Daley has not announced his plans.

VIDEO TAPE is the shape of QUALITY TV commercials TODAY!

VTR-EQUIPPED STATIONS NOW REACH THESE 126 TOP MARKET AREAS... OVER 90% OF ALL U.S. TV HOMES!*

Alabama
Birmingham
Montgomery

Arizona
Phoenix
Tucson

Arkansas
Little Rock
El Dorado—Monroe, La.

California
Bakersfield
Hollywood
Los Angeles
Oakland
Sacramento
Stockton
San Diego
San Francisco

Colorado
Denver

Connecticut
Hartford
New Britain
New Haven

Florida
Jacksonville
Miami
Orlando
Palm Beach
Pensacola—Mobile, Ala.
Tampa—St. Petersburg

Georgia
Atlanta
Augusta
Columbus

Hawaii
Honolulu

Illinois
Chicago
Decatur
Peoria
Rockford

Indiana
Bloomington
Evansville
Indianapolis
Fort Wayne
South Bend—Elkhart

Iowa
Ames
Cedar Rapids—Waterloo
Des Moines
Sioux City

Kansas
Pittsburg—Joplin, Mo.
Topeka
Wichita—Hutchinson

Kentucky
Louisville

Louisiana
Baton Rouge
Monroe
New Orleans
Shreveport

Maryland
Baltimore

Massachusetts
Boston
Greenfield
Springfield—Holyoke

Michigan
Detroit
Flint
Grand Rapids
Saginaw—Bay City

Minnesota
Duluth
Minneapolis
St. Paul

Mississippi
Jackson

Missouri
Columbia
Kansas City
St. Louis
Springfield

Nebraska
Lincoln
Omaha

New Mexico
Albuquerque

New York
Albany
Buffalo
New York—Newark, N.J.
Rochester
Schenectady
Syracuse

North Carolina
Asheville
Charlotte
Greensboro—Winston-Salem
Greenville
Raleigh—Durham
Wilmington

North Dakota
Fargo—Valley City

Ohio
Cincinnati
Cleveland
Toledo
Youngstown

Oklahoma
Ada
Oklahoma City
Tulsa

Oregon
Portland

Pennsylvania
Altoona
Lancaster—Harrisburg—York
Philadelphia
Pittsburgh
Wilkes-Barre

Rhode Island
Providence

South Carolina
Charleston
Florence
Greenville—Spartanburg

Tennessee
Memphis
Nashville

Texas
Amarillo
Austin
Beaumont—Port Arthur
Big Spring
Dallas—Ft. Worth
Harlingen
Houston
Lubbock
San Antonio
Weslaco
Wichita Falls

Utah
Provo
Salt Lake City

Virginia
Norfolk
Richmond—Petersburg
Roanoke

Washington
Seattle—Tacoma
Spokane
Yakima

West Virginia
Huntington—Charleston
Oak Hill
Wheeling

Wisconsin
Green Bay
Madison
Milwaukee

District of Columbia
Washington

***Growing every day!** As this advertisement went to press, the above list was up-to-date and accurate. But by the time you read this, chances are, new VTR stations equipped for television recording and playback will have been added. So use this basic list for quick reference, but be sure to check for any new and additional market coverage that has since become available. Call your local tape producer for the latest information!

"SCOTCH" IS A REG. TRADEMARK OF 3M COMPANY, ST. PAUL 6, MINN. EXPORT 99 PARK AVENUE, NEW YORK, N.Y. IN CANADA: LONDON, ONTARIO. ©1961 3M CO.

MAGNETIC PRODUCTS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

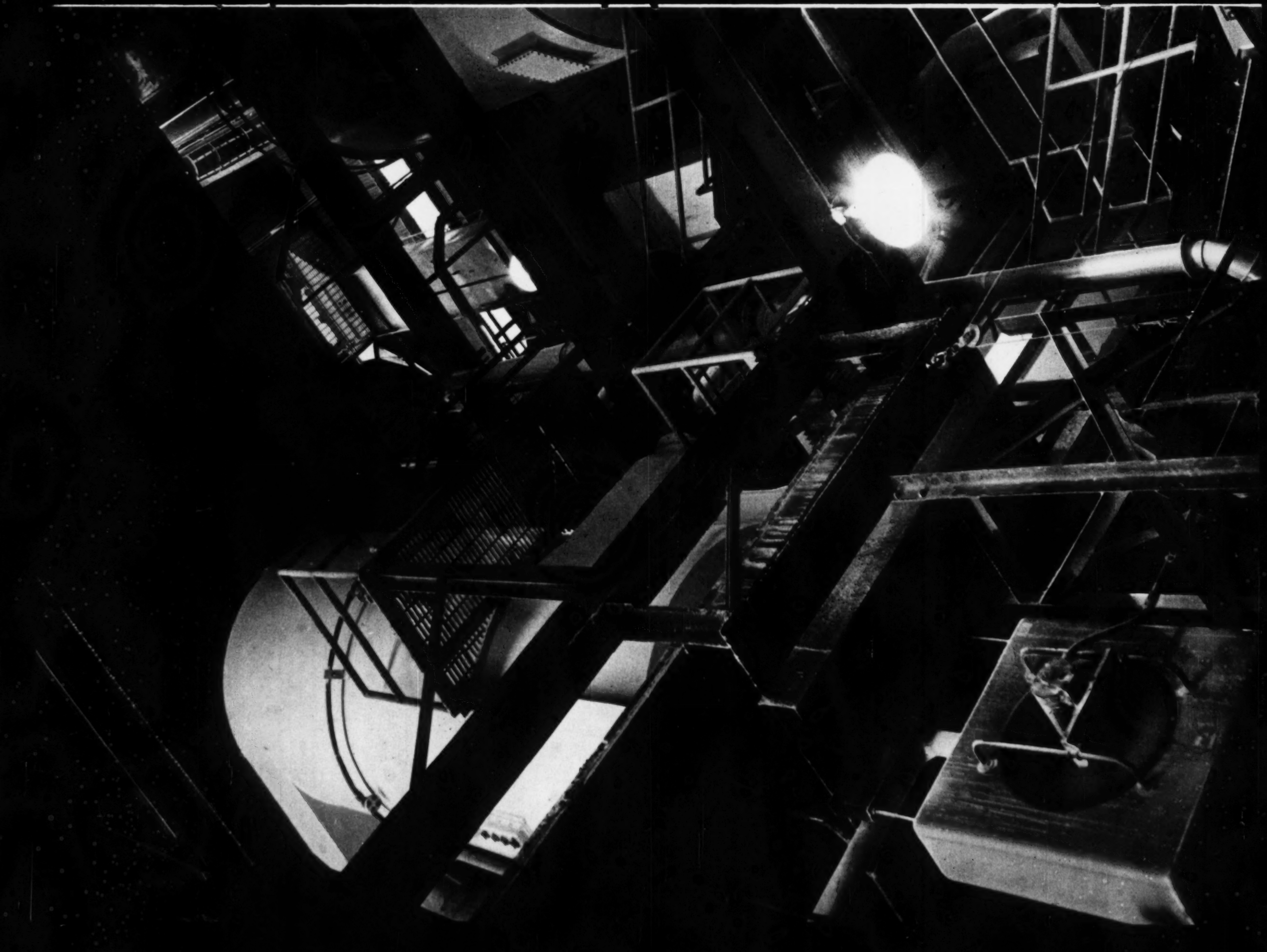
PRESENT PAPERS WITH DIGNITY

SEND $1.00 FOR 10
JIFFOLD PRESENTATION COVERS
(regular $2.10 value)
HOLDS 20 8½" x 11" SHEETS

SOFT • WHITE • DISTINCTIVE

UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH

CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio



"Are you trying to tell me, Bob that one man buys for this CPI* plant?"

ONE KIND OF MAN DOES . . . *the technical decision-maker.* Operating under many titles, working in many job functions, you'll find this kind of man in most scenes of the buying act. At this new Dixon Chemical plant, for example, he specified equipment and materials.

THE TECHNICAL DECISION-MAKER must spend $250 million per working day to carry out the *Chemical Process Industries' 1961 plans to invest $55.3 billion in new plants, raw materials and equipment. His engineering training gives him the technical acumen to determine what's needed. His day-to-day intimacy with operations provides constant opportunities to be realistic about costs. He's the kind of man you ought to know better...and the best introduction we can think of is to read "*The Technical Decision-maker in the CPI.*" Write for your free copy.

You'll like to do business with the *technical decision-maker.* He talks your language. He understands your product's technical features. He can translate its special benefits into profit-potential faster than anybody. And he's always "at home" to your advertising in *his own publication*...

CHEMICAL ENGINEERING

A McGRAW-HILL PUBLICATION 330 W. 42d ST., NEW YORK 36, N. Y.

NEW DIXON CHEMICAL PLANT at Newark, N. J.—the most modern and complete alum plant ever built, and designed to turn out the equivalent of 120 tons/day. Photo shows finishing facilities where fist-size pieces of solid alum are converted into saleable grades, then bagged automatically.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Readers Defend Creative Man's Efforts After Critique-and-Rebuttal Feature in AA

To the Editor: I enjoyed the [Creative Man] critique and rebuttal section in your July 10 issue very much, although I doubt that anything significant is accomplished in a business where virtually all of the emphasis is on "getting results."

The main advantage of the counter-attack format is that it gives the ad-creators a chance to be foolish a second time in print, with personal identification.

I fear the argument will never be resolved as long as we worship at the shrine of immediate results —"results" being interpreted as (1) a lot of letters from the dealers, (2) better-than-average readership ratings, and (3) letters to the editor criticizing The Creative Man's stupidity.

If the tender souls who create such masterpieces would pause long enough to recognize what The Creative Man is trying to accomplish, they would not consider their readership figures, client reactions and dealer excitement to be so devastating against CM's admittedly personal opinions.

As long as so respected a practitioner as Bill Tyler, in the same issue, can eulogize Tanfastic's near-pornography, and Timex's spurious effort to sell $12.95 watches as $50 values with misleading "facts," on the basis of their "selling effectiveness," advertising's professional status will never improve.

There are good ads and bad ads and the judgment of their success will not always be based on their shock power or their immediate sales pull.

Martin Haydon,
Haydon Co., New Haven, Conn.

•

To the Editor: . . . Man! Are these guys touchy! How dare CM or anyone else point a critical finger at any masterpiece any word juggler has produced!

Nine times out of ten any disinterested, objective minded person reading CM will go along with his comment.

Such messes of involved double talk! Such trying to justify inanities or worse suggests that the rather widespread comment on the phoniness of today's advertising may not be too far off target.

After four-and-a-half decades in advertising and sales (now retired) I am increasingly disgusted with a large majority of men and women who are damned well paid for doing what many, I among them, think are inadequate jobs.

John Jay,
San Anselmo, Cal.

•

To the Editor: For what it's worth, I share [Creative Man's] comments, too, regarding Peugeot's new advertising campaign.

I couldn't help but wonder—do you suppose the same writer or group that initiated the Volkswagen schedule some several years ago might be the same writer or group working on the Peugeot account? There is a resemblance.

Howard Gorman,
Advertising and Merchandising Manager, Real-Kill Products, Kansas City, Mo.

• • •

And, Another Critique of CM

To the Editor: The Creative Man's comments in the June 26 issue concerning an advertisement for our client, Aetna Casualty & Surety Co., have just come to my attention.

His remarks on the qualities of the photograph, the headline and the lead sentence of the body copy I can easily overlook. Every man is entitled to his own opinion.

However, when he questions the *honesty* of the copy, that is a different matter. The agents who represent Aetna Casualty most assuredly *do* own their own businesses. They usually represent not one, but several competing companies. They are free to place their clients' protection in any of these companies. They—not the companies—own the renewal rights on all of the policies—and, if this is not tangible enough, they own their office equipment, their supplies, pay their own rent or even own their own buildings.

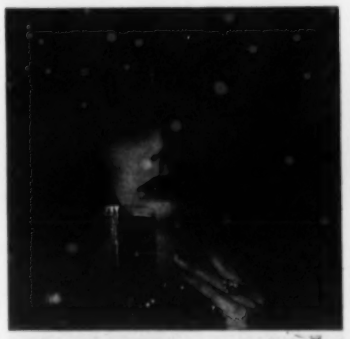
In terms of reference which may be more familiar to The Creative Man, an independent insurance agent's relationship to the companies he represents is very much like an advertising agency's relationship to the various media.

Furthermore, an independent insurance agent's continuing success most assuredly does depend "on providing the right protection for you." If he consistently either oversold or undersold his clients, his business would be in constant jeopardy. Granted that his monetary success depends on selling as much insurance as he can, it is not on the basis of selling as much as possible to every client, but rather selling the right amount to as many clients as possible.

Again to put this in a frame of reference more familiar to Creative Man, an independent insurance agent's relationship to his clients is very much like an advertising agency's relationship to its clients.

I hope he will agree that the above facts call for a retraction of his statement regarding the honesty of the Aetna Casualty copy.

Charles H. Gardner,
President, Remington Advertising, Springfield, Mass.



Every Parliament gives you an extra margin
Parliament
Extra Margin: For flavor, Parliament puts the filter where it does the most good—recessed 4 clean ¼ inch. Extra Margin: You never touch or taste the filter—tobacco tastes best when the filter's recessed. Extra Margin: Parliament blends the finest tobaccos in the business.
Parliament
PACK OR BOX—NO EXTRA COST

He Hails the Advent of the Cocked-Hat Advertising Era

To the Editor: I have just manfully subdued an overpowering urge to rush right out and buy the products peddled in the attached ads.

The Smart, Smooth, Spirited gal in the Vodka ad looks Dull, Loaded and Over-Spirited. The sagging mouth and drooping eyelid give an impression of advanced stages of grape admiration.

Contrast (contrast?) this quivering wreck with the wholesome, bright-eyed female scientist (obviously a lab assistant from U. S. Testing Co.) measuring the life-extending quarter inch of Parliament.

We seem to have arrived at the cocked-hat phase of advertising.

Paul A. Sims,
Kenyon & Eckhardt, New York.

Errors in Account Changes Listing in AA Are Corrected

To the Editor: . . . I wish to call your attention to the listing of major advertising account changes July 10 in which AA itemizes Murray Corp. of America without including the information on the agency now handling the account.

In April Murray Corp.—Easy Laundry division—announced that Fuller & Smith & Ross had been appointed to handle its account and Advertising Age reported this in the April 17 edition. Since we are fully aware of the influence of Advertising Age on the trade, we would be most appreciative if you would inform your readers that Fuller & Smith & Ross is handling the Easy Laundry account, effective in April, with anticipated billings of $750,000 . . .

Marjorie McCormick,
Public Relations, Fuller & Smith & Ross, Pittsburgh.

•

To the Editor: I noticed in Advertising Age of July 10 the change-over of our account to Alex T. Franz from Gourfain-Loeff. However, I think I should correct the impression that we are spending $120,000 in 1961. Our advertising budget, including promotional materials, will be in the neighborhood of $190,000; in fact, at this writing, this year's commitments are over $160,000.

Ronald J. Shepherd,
Executive Vice-President, Spring Air Corp., Chicago.

• • •

McCann-Marschalk Is the Agency for Textron

To the Editor: We liked the July 17 piece on use of our corporate advertising for school science instruction.

Just one thing missing—the name of the agency: McCann-Marschalk, New York.

Robert S. Eisenhauer,
Director, Public Relations and Advertising, Textron, Providence, R. I.

• • •

He Prefers to Be Ranked Otherwise Than He Was

To the Editor: When I saw my name included in the list "praising" the announcement brochure of *Electronic-Electromechanical Production* [Voice of the Advertiser, AA, July 10], my adrenal glands unleashed their entire contents of suprarenal. Two bottles of Maalox and eight probanthine pills later I checked my file to see what I had written to Mr. Buchbinder to move AA to hang me in the "Hall of Rank and Vile Advertising."

That letter reads, "We are extremely amused by your brochure announcing your new magazine. Will you please send us five or six more brochures?" This is *praise*?

I was amused, but since you have elected to make this a "Hall of Fame" matter, I respectfully request that you place my letter to Mr. Buchbinder in your *other* file.

L. R. Pontious,
Electrical Products Division, Minnesota Mining & Mfg. Co., St. Paul.

• • •

Coca-Cola Convened Four Miss Americas in Mobile

To the Editor: In re your story: "Pepsi Stages Jaycee Promotion in Atlanta" [AA, July 3] for what was possibly the first time three consecutive Miss Americas made a public appearance together.

Ironically enough, this was done five years ago for a Coke-sponsored show in Mobile featuring Eddie Fisher (then star of "Coke Time") with:

Sharon Kay Ritchie	1956
Lee Ann Meriwether	1955
Evelyn Margaret Ay	1954
Yolande Betbeze	1951

Over 40,000 people were in attendance at this spectacular for Mobile's Azalea Trail Pageant . . .

Ticket enclosed—wish you could have been with us.

George E. Downing,
Coca-Cola Bottling Co., Mobile, Ala.

The ticket was for March 4, 1956. Sometimes it seems nothing was ever "first."

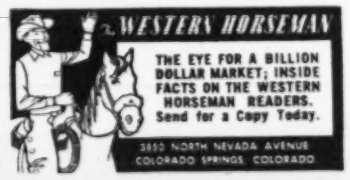
• • •

Silverman Is Consultant to Outboard Magazines Inc.

To the Editor: Your story, July 10, on four joining Outboard Magazines Inc., Jacksonville, Fla., was fine, except one sentence was left out which has caused me some embarrassment.

In the release it was indicated that I had my own consulting agency and was also handling Outboard circulation activity. The story made no mention of my consulting work and a number of people have called wishing me luck on joining Outboard, and my clients have called asking me when I was giving up the accounts. I have even had personal mail delivered to me in Jacksonville, for some thought I had moved with the job.

Actually, I am serving as consultant on circulation, working out


WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS.
Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

PERSONAL SERVICE

Jean Kerr is representative of The Farley Company's policy of immediate and informative personal service. The Farley man who regularly contacts you spends much time in travel and is not always available when you need data in a hurry. In such instances, Jean Kerr is here to assist. Her background assures a quick understanding and capable handling of your request. Prior to joining the Farley organization, she was editor of a substantial trade journal, associate editor of another, and publisher of a suburban newspaper.

Markets Served

Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distributing • Mechanical Contracting • Policy Level Management • Savings & Loan • Technical Management

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

The per household income of South Bend's metro area is higher than that of . . . . . .

LOS ANGELES
BUFFALO
ST. LOUIS
PHILADELPHIA
PITTSBURGH
ALBANY
FT. WORTH
CINCINNATI
MIAMI
SAN DIEGO
BALTIMORE
MILWAUKEE
DENVER
SYRACUSE
INDIANAPOLIS
BOSTON

South Bend Metro's 72,000 households enjoy $7,987 annual income — highest in Indiana, 20th highest in the nation!* Better yet, these households form the hub of a 16-county market with nearly $2.0 billion Buying Power.

You can reach 93.4% of these Metro households through the South Bend Tribune. It delivers 110,000 papers to its 16-county market every day. High income — high saturation! Get full details on the Tribune and the affluent households it serves. Write for 1961 market book.

*Sales Management 1961 Survey of Buying Power

The South Bend Tribune

Franklin D. Schurz, Editor and Publisher
Story, Brooks & Finley, Inc., National Representative

of my office in New York and simply making as many trips to the South (in the cold weather particularly) as necessary.

Irving Silverman,
New York.

• • •

Electrikbroom Is Trade Name for Regina Corp. Cleaner

To the Editor: While thumbing through the July 10 issue of AA, the attached clipping caught my eye. Naturally, working on the Regina account, I am interested in any news in the floor care appliance field . . . especially a break as significant as the sale of Lewyt to Shetland.

In paragraph three, the writer used the words "electric broom type polisher." According to Regina management and the U. S. Patent Office, the word Electrikbroom can be used legally only to describe Regina's light-weight cleaner, and even then must be spelled with a capital "E."

From time-to-time, competitive manufacturers have tried to use words like "electric broom type cleaner," but upon Regina complaint, the courts have in each case issued cease and desist orders.

Actually, now that I think about it, there seems to be a second point of confusion: Electrikbrooms (lightweight vacuum cleaners) and floor polishers are completely separate appliances. In writing "electric broom type polisher," the writer seems to have mixed his apples and oranges.

Burton Kaplan,
Hicks & Greist, New York.

• • •

E. B. Weiss Article on Discounts Pleases Readers

To the Editor: Please accept my compliments on [E. B. Weiss'] article entitled, "Is Discounting the Only Answer?" which appeared in the July 3 issue of ADVERTISING AGE.

This is a great article and its content is also applicable to the retail auto industry in many parts of the country.

With permission, I would like to use excerpts of his article in a talk I am preparing, to be used at a dealer convention in the near future.

Again, thanks for this straightforward and basic merchandising approach to discount retailing.

Lewis J. Jabro,
Executive Secretary-Manager, Plymouth Dealers Assn.-Los Angeles Region.

•

To the Editor: Your issue of July 3 contained a very excellent article on trends in retailing by E. B. Weiss. We would like to quote from this in a letter to our 10,000 dealers. We are writing Mr. Weiss to ask his permission and would appreciate it very much if you would grant that also.

Paul C. Williams,
O. M. Scott & Sons, Marysville, O.

• • •

Mutual of Omaha Commercial Recalls Thurber's Relative

To the Editor: Harry McMahan's favorite Mutual of Omaha commercial, noted in his July 17 column, features "the first human to get the Dutch Elm blight" ("... my limbs stiffened out and I lost all my foliage").

The "warmed up" insurance company and today's payment-guaranteed medicos brought, it is trusted, a happier denouement to the tale of their exotic patient than that recalled for his granduncle Zenas by Jim Thurber ("The Car We Had to Push," from "My Life and Hard Times"):

"Zenas had died in 1866. A sensitive, rather poetical boy of 21 when the Civil War broke out, Zenas had gone to South America—'just,' as he wrote back, 'until it blows over.' Returning after the war had blown over, he caught the same disease that was killing off the chestnut trees in those years, and passed away. It was the only case in history where a tree doctor had to be called in to spray a person, and our family had felt it very keenly; nobody else in the United States caught the blight. Some of us have looked upon Zenas' fate as a kind of poetic justice."

Bob Wagner,
Creative Director, Al Maescher Advertising, Clayton, Mo.

• • •

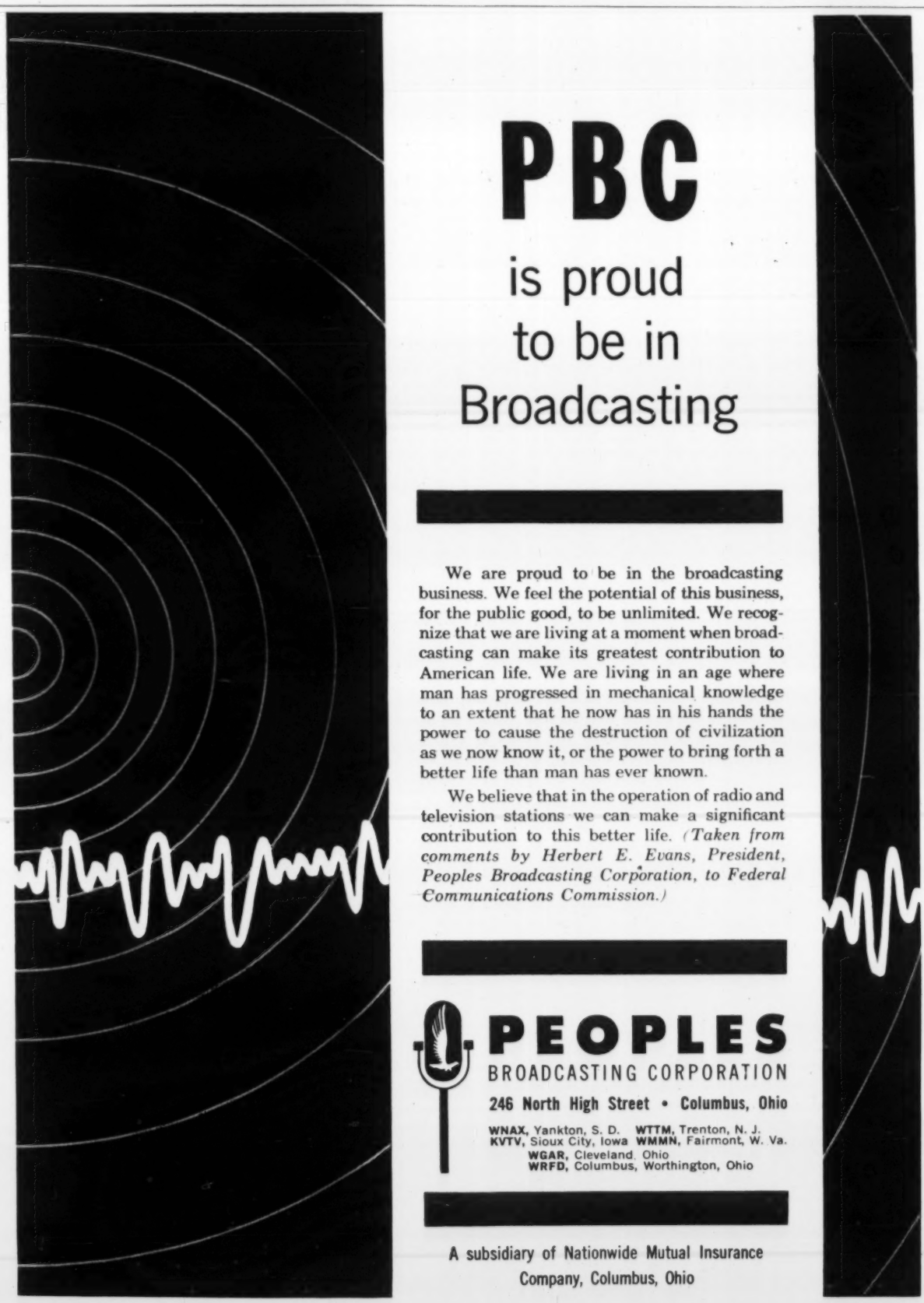
He Salutes Eastern for No-Reservation Service

To the Editor: Your editorial in the July 3 issue, "A Merchandising Lesson," was excellent. I agree. You stated it perfectly.

A salute to Eastern Air Lines [for its no-reservation-needed shuttle service]. Let's hope others will follow and make it easier for travelers.

Arthur Schroeder,
President, Arthur Schroeder Paper Co., New York.

Now... BUY A KING SIZE MARKET!
ONE LOW RATE BUYS BOTH
TWO SEPARATE NEWSPAPERS
BUILDING PERMITS
UP 54%
Over the first 6 months of 1960
This is more proof that El Paso is one of the fastest growing markets in the Nation.
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 107,206
EL PASO . . . CAPITAL CITY OF
THE FABULOUS SOUTHWEST


PBC
is proud
to be in
Broadcasting
We are proud to be in the broadcasting business. We feel the potential of this business, for the public good, to be unlimited. We recognize that we are living at a moment when broadcasting can make its greatest contribution to American life. We are living in an age where man has progressed in mechanical knowledge to an extent that he now has in his hands the power to cause the destruction of civilization as we now know it, or the power to bring forth a better life than man has ever known.
We believe that in the operation of radio and television stations we can make a significant contribution to this better life. (Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)
PEOPLES
BROADCASTING CORPORATION
246 North High Street • Columbus, Ohio
WNAX, Yankton, S. D. WTTM, Trenton, N. J.
KVTV, Sioux City, Iowa WMMN, Fairmont, W. Va.
WGAR, Cleveland, Ohio
WRFD, Columbus, Worthington, Ohio
A subsidiary of Nationwide Mutual Insurance Company, Columbus, Ohio

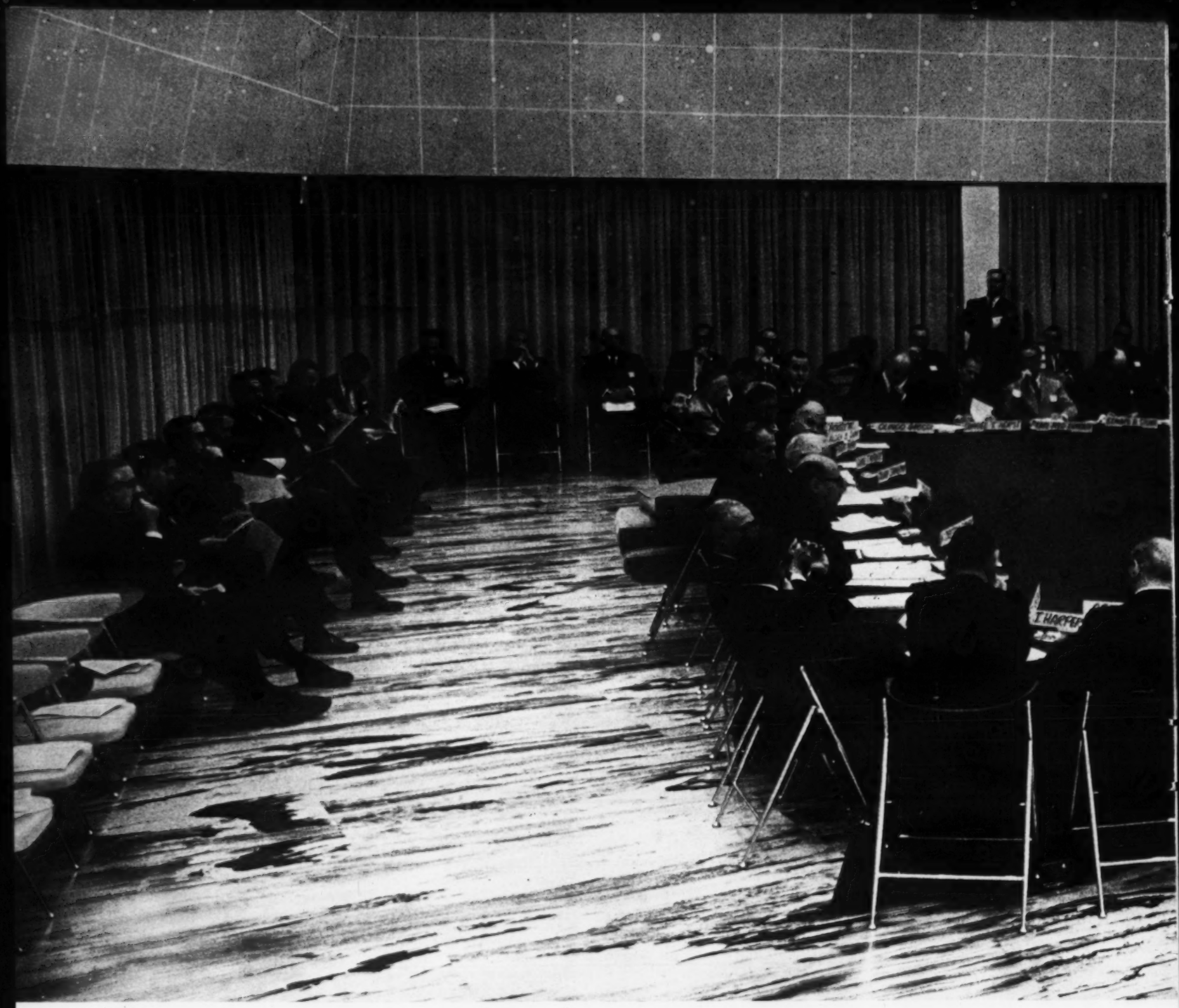


PHOTO: WALTER DARAN

THE CHANGING FACE OF AMERICAN HOUSING: "Mrs. Smith is lying there

Our headline came about when famed lighting specialist Abe Feder used those very words to describe the urgency and importance of this get-together of many of the leading housing professionals who design, appraise, finance, supply, build, and sell in the housing industry.

Mrs. Smith is anyone who will shop for new housing in the superboom year of 1962.
And the purpose of this House & Home Round Table is to find out how the housing industry can woo Mrs. Smith—with better interior design—into trading up to the bigger and better house she will be able to afford next year.

Principal finding of the Round Table on Interior Design:
Mrs. Smith *can* be sold on trading up—in spite of the many things that other industries are also trying to sell her. But . . .
selling Mrs. Smith on putting her money into new and better housing will require a new kind of housing industry teamwork and a new kind of housing industry program for better model houses.

in the middle of the table."

Leading housing professionals are hard at work right now on developing this program for better model houses, and the first progress report will appear in the November issue of House & Home.

Progress in the housing industry—
progress in design, finance, appraisal, supply, building, and selling—is the big idea behind each of the 39 housing industry Round Tables that House & Home has held since 1952.

Said Julian Zimmerman when he was FHA Commissioner:

"I think most of us who are in a position to know give House & Home *credit for most of the progress the housing industry has made in the past ten years.* House & Home *has brought together all the various housing professionals to develop a unified industry that can now make a concerted attack on its mutual objectives."*

The professionals to whom Mr. Zimmerman refers are the men and women whose help manufacturers will need most if they want to sell their products into new housing or existing housing—
to get their products designed in, built in, appraised in, financed in, delivered in, sold in.

So ask yourself these three important questions:

1) Will these professionals give you all the help you need to make more sales?

2) Do they know enough about your products' quality and sales appeal to want to sell them for you?

3) Are you doing all you should be doing to get your selling story across to these men whose help is so important to you?

House & Home—and only House & Home—is read by almost everybody who could help you make more sales, so House & Home is mighty important to your selling.

House & Home

published by TIME INC.

A STATEMENT OF POLICY

BY THE LADIES' HOME JOURNAL

Advertisers and agencies have asked us for further comment on the announcement by McCall's magazine of 1,000,000 bonus circulation to be delivered for a period beginning at the end of this year, which means a slash in delivered rate per thousand. We would first point out that we have acted immediately to protect Journal advertisers by providing rates per thousand competitive with McCall's without resorting to circulation inflation.

While price reductions are always welcome news to buyers, thoughtful advertisers will be concerned with the deeper implications of McCall's announcement. During the last few years there has been mounting alarm in the advertising community over excesses in what is being termed the "numbers game." Almost daily we read warnings in the press over the dangers in the policies of magazine publishers who race madly for some slight advantage in temporary numerical leadership with little regard for cost.

It has seemed to us that sooner or later some publisher might be tempted into a gesture which would reduce the "numbers game" to an absurdity. That is our interpretation of the McCall's announcement. In our judgment, it will be the interpretation of those with an intimate knowledge of the circulation situation today in the major-magazine field. In our opinion, no magazine—in so short a time—can pile a million circulation on top of a brand-new 7,000,000 peak without employing forcing methods which will drastically dilute circulation quality. We do not intend to follow such a course.

We will continue to publish a magazine of such quality that it will maintain its outstanding newsstand performance, without fancy deals, and will continue to grow in a natural, healthy way in total circulation.

Meanwhile, the Journal does not intend to be undersold. Nor will it be drawn into a senseless race for numbers of doubtful value.

We believe, sincerely, that these policies are in the interest of the advertiser and in the interest of sound publishing. We would welcome comments from our customers on this subject—which is clearly of vital importance to all of us.

Maurice S. Gould
Vice President & Advertising Director
Ladies' Home Journal

July Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960
General Farm Publications										
Alabama Farmer: (mon)										
‡North Edition	5.0	—	48.4	—	3,834	—	36,647	—	3,790	—
‡South Edition	6.5	—	51.6	—	4,899	—	39,028	—	4,855	—
Average 2 Editions	5.7	—	50.0	—	4,367	—	37,838	—	4,323	—
American Agriculturist (sm)	10.8	21.9	191.3	234.7	7,894	15,925	139,309	170,845	5,828	14,196
§Arizona Farmer-Ranchman (bw)	50.1	54.2	347.7	403.8	37,915	41,023	262,926	305,281	37,249	40,370
Arkansas Farmer: (mon)										
‡Delta Edition	16.2	15.3	114.6	143.1	12,207	11,595	86,626	108,221	12,063	11,386
‡Western Edition	11.6	12.1	82.4	124.9	8,749	9,180	62,315	94,389	8,605	8,971
Average 2 Editions	13.9	13.7	98.5	134.0	10,478	10,388	74,470	101,305	10,334	10,178
Business Farming (mon)	16.2	23.8	195.6	245.7	7,308	10,716	88,034	110,554	6,797	9,370
§California Farmer: (sm)										
Central Valley Edition	38.5	35.8	253.0	254.2	23,380	24,939	192,486	203,305	22,403	24,355
Northern & Comb. Edition	47.0	40.7	297.0	283.2	28,475	28,361	226,018	227,112	27,489	27,777
Southern Edition	37.8	34.6	245.0	242.3	22,881	24,075	183,106	193,340	21,747	23,491
Average 3 Editions	41.1	37.0	265.2	259.9	24,912	25,791	200,869	207,919	23,879	25,207
Colorado Rancher & Farmer (sm)	21.1	26.3	265.0	283.7	16,458	19,900	200,813	214,721	15,526	19,053
Dakota Farmer (sm)	29.7	32.8	301.9	408.9	23,307	25,743	236,742	320,653	22,504	25,340
†Electricity on the Farm (mon)	12.2	—	58.5	64.2	4,210	—	18,278	22,167	—	—
The Farmer (sm)	41.9	57.4	576.3	600.2	32,822	44,987	451,840	470,534	29,479	41,824
Farmer-Stockman: (mon)										
‡Oklahoma Edition	16.8	24.6	235.1	232.8	12,770	18,698	178,702	176,986	11,775	15,972
‡Texas Edition	15.6	20.8	222.5	224.3	11,857	15,811	169,103	170,469	10,862	14,205
Average 2 Editions	16.2	22.7	228.8	228.5	12,314	17,255	173,903	173,728	11,319	15,089
Farm Journal: (mon)										
‡Central Edition	52.4	50.3	571.8	613.2	22,496	21,562	245,319	263,081	21,754	20,556
‡Eastern Edition	44.3	50.3	492.9	514.4	18,993	21,561	211,440	220,685	18,251	20,555
‡Southeastern Edition	37.1	39.6	401.7	422.9	15,918	16,986	172,328	181,414	15,176	15,980
‡Southwestern Edition	38.3	39.8	412.5	430.9	16,418	17,057	176,979	184,848	15,676	16,051
‡Western Edition	48.9	42.9	489.9	519.4	20,994	18,415	210,154	222,816	20,252	17,409
Average 5 Editions	44.2	44.6	473.8	500.2	18,964	19,116	203,244	214,569	18,222	18,110
‡Farm Quarterly (q)	—	—	210.5	212.2	—	—	97,251	98,036	44,100	39,917
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Edition	22.5	20.0	223.0	242.9	9,671	8,594	95,686	104,193	8,512	7,629
‡Southwestern Edition	23.5	23.2	223.1	252.5	10,089	9,935	95,726	108,309	8,873	8,919
Average 2 Editions	22.9	21.3	223.1	246.6	9,834	9,117	95,700	105,796	8,652	8,132
Georgia Farmer: (mon)										
‡North Edition	7.3	11.1	61.5	103.3	5,515	8,421	46,486	78,140	5,367	8,305
‡South Edition	11.0	16.7	80.2	123.9	8,337	12,657	60,680	93,711	8,273	12,541
Average 2 Editions	9.1	13.9	70.8	113.6	6,926	10,538	53,583	85,925	6,820	10,423
Indiana Farmer (mon)	11.7	9.6	129.3	109.1	8,993	7,345	99,310	83,759	7,765	6,245
††§Kansas Farmer (sm)	23.8	21.7	284.3	242.4	18,265	16,684	218,307	186,186	16,123	15,267
*Kentucky Farmer (mon)	6.4	9.0	94.1	134.4	4,934	6,942	72,272	103,225	4,205	6,105
Michigan Farmer (sm)	31.5	36.5	696.9	764.9	24,225	28,063	535,238	587,477	20,589	23,858
Mississippi Farmer: (mon)										
‡Delta Edition	10.4	11.4	68.3	108.6	7,871	8,644	51,689	82,143	7,810	8,504
‡Eastern Edition	6.7	8.8	46.9	89.0	5,050	6,607	35,456	67,280	4,989	6,467
Average 2 Editions	8.5	10.1	57.6	98.8	6,461	7,625	43,573	74,712	6,399	7,486
††§Missouri Ruralist (sm)	22.4	14.0	266.4	238.2	17,201	10,731	204,616	182,957	14,776	8,123
Montana Farmer-Stockman (sm)	32.8	38.6	363.3	411.8	24,815	29,215	274,630	311,337	21,823	25,533
Nebraska Farmer (sm)	49.1	50.9	573.6	582.6	37,086	38,501	433,725	440,650	33,537	34,805
‡†§New England Homestead (sm)	11.7	17.7	133.6	167.9	8,171	12,365	87,664	115,447	5,158	8,617
New Mexico Farm & Ranch (mon)	20.2	18.9	146.2	155.3	15,327	14,292	110,755	117,656	15,215	14,217
Ohio Farmer (sm)	38.0	40.8	439.6	462.0	29,156	31,316	337,630	354,836	24,257	27,210
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	27.2	32.8	252.4	255.8	20,567	24,834	190,809	193,379	18,685	23,333
The Oregon Farmer	22.2	31.2	220.3	236.3	16,758	23,568	166,522	178,655	15,282	22,413
The Utah Farmer	27.7	30.1	243.8	246.5	20,953	22,750	184,306	186,380	18,973	21,139
The Washington Farmer	24.5	32.0	230.4	253.8	18,553	24,167	174,172	191,880	17,006	22,974
§Pennsylvania Farmer (sm)	10.9	21.0	312.3	320.0	14,328	16,103	239,864	245,049	216,509	223,615
Prairie Farmer: (sm)										
‡Illinois Edition	53.0	54.4	669.6	658.8	38,609	39,625	487,499	479,647	31,356	32,205
‡Indiana Edition	53.6	54.2	625.2	634.3	39,041	39,441	455,209	461,807	31,788	32,021
Average 2 Editions	53.4	54.3	633.7	646.6	38,825	39,533	461,354	470,727	31,572	32,113
Progressive Farmer: (mon)										
‡Carolina-Va. Edition	37.6	47.5	472.3	538.1	25,574	32,326	321,187	365,890	24,441	31,063
‡Ga.-Ala.-Fla. Edition	39.8	48.9	482.5	538.3	27,038	33,241	328,105	366,044	25,911	31,889
‡Ky.-Tenn.-W. Va. Ed.	35.5	47.2	438.7	499.7	24,170	32,093	298,302	339,818	23,089	30,991
‡Miss.-La.-Ark. Edition	40.0	48.5	449.7	492.0	27,226	32,997	305,797	334,555	26,071	31,775
‡Texas Edition	41.1	50.4	444.7	511.5	27,930	34,283	302,375	347,805	26,711	32,937
Average 5 Editions	38.8	48.5	457.6	515.9	26,388	32,988	311,155	350,822	25,245	31,731
§Rural New-Yorker: (mon)										
New York-New England Ed.	10.0	13.8	130.5	140.2	7,621	10,547	99,546	107,089	5,675	8,204
Penn.-Jersey Farming Ed.	10.0	14.0	116.9	130.5	7,621	10,729	86,453	99,504	5,675	8,386
Southern Planter: (mon)										
‡Va., W.Va., Md., Del. Ed.	11.3	13.0	161.5	171.6	7,942	9,103	113,167	120,118	7,645	8,761
‡N. Car., S. Car., Ga. Ed.	11.3	13.6	124.6	147.4	7,921	9,509	87,227	103,096	7,624	9,167
Average 2 Editions	11.3	13.3	143.1	159.5	7,932	9,306	100,198	111,607	7,635	8,964
Successful Farming (mon)	44.0	50.5	471.1	541.5	19,813	22,726	212,010	243,681	—	—
*Tennessee Farmer & Homemaker (mon)	6.9	9.3	63.8	100.6	5,282	7,117	49,001	77,240	4,888	6,491
Wallaces' Farmer (sm)	46.1	57.6	607.6	650.4	36,115	45,132	476,371	509,879	33,367	42,083
Western Crops & Farm Management (mon)	14.5	14.9	187.0	171.9	6,225	6,379	80,510	73,740	6,225	6,379
Western Farm Life: (sm)										
‡Regular Edition	14.7	15.5	127.2	130.4	11,537	12,175	99,754	102,275	9,449	9,399
‡Eastern Edition	18.8	19.1	161.0	168.7	14,732	15,041	126,238	132,301	12,644	12,265
Average 2 Editions	16.7	17.2	144.1	149.6	13,134	13,608	112,996	117,288	11,046	10,832
Wisconsin Agriculturist & Farmer (sm)	36.0	40.3	437.9	442.1	28,180	31,604	344,195	347,787	27,835	31,182
Wyoming Stockman-Farmer (mon)	44.2	41.2	338.7	308.9	33,314	30,408	262,086	236,600	28,987	26,586
Total Group	754.0	839.9	8,929.3	9,678.4	521,087	585,795	6,188,014	6,692,856	494,494	553,452

‡Not included in totals. §Not included in totals; as July figures were unavailable as this issue went to press June figures are shown. †Not published July 1960. ‡Published quarterly in February, May, August and November. Cumulative figures shown are for May issue. ††Changed from 760-line page to 768-line page January 1961. ‡‡One issue June 1961; two issues June 1960. *Changed from 784-line page to 768-line page January 1961.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	7.6	7.8	93.9	120.2	7,593	7,828	93,920	120,156	7,390	7,562
Texas Ranch & Farm (mon)	4.9	4.6	88.6	105.6	4,928	4,634	88,634	105,644	4,732	4,326
Total Group	12.5	12.4	182.5	225.8	12,521	12,462	182,554	225,800	12,122	11,888

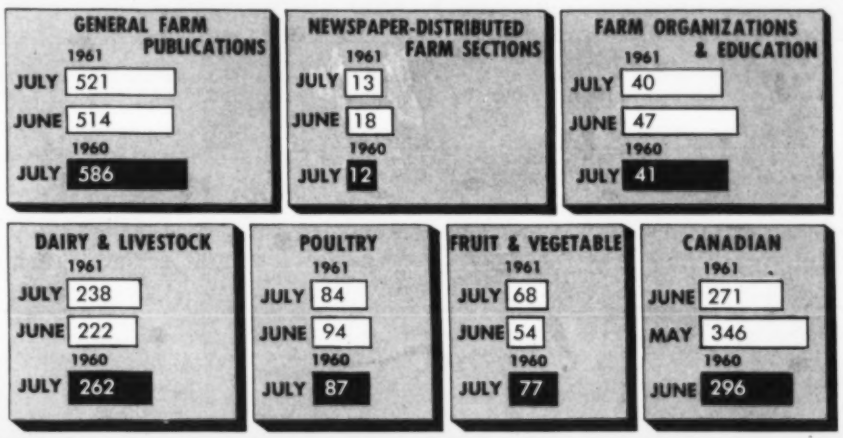
Farm Organizations and Education

Agricultural Leaders' Digest (mon)	6.8	6.9	49.2	51.9	2,933	2,965	21,172	22,341	2,933	2,965
Better Farming Methods: (mon)										
‡Eastern Edition	12.6	14.4	130.1	146.9	5,390	6,173	55,822	63,007	5,390	6,173
‡Central Edition	14.1	15.7	157.1	161.6	6,029	6,745	67,413	69,340	6,029	6,745
‡Southern Edition	13.2	14.7	140.8	156.3	5,679	6,316	60,392	67,069	5,679	6,316
‡Western Edition	15.2	15.4	118.8	147.0	6,537	6,602	50,948	63,063	6,537	6,602
Average 4 Editions	13.8	15.1	136.7	153.0	5,909	6,459	58,645	65,620	5,909	6,459
Buckeye Farm News (mon)	19.0	15.8	113.3	100.7	8,553	7,121	51,126	45,436	—	—
County Agent & Vo-Ag Teacher (mon)	15.1	14.4	152.6	177.0	6,479	6,178	65,484	75,938	6,479	6,178
§Iowa Farm Bureau Spokesman (w)	34.6	50.8	319.1	347.8	35,119	51,562	323,669	353,017	33,880	50,906
Michigan Farm News (mon)	3.2	1.7	18.4	15.1	7,490	4,078	42,966	35,220	7,210	3,710
Missouri Farmer (mon)	12.9	12.5	81.5	86.9	5,397	5,260	34,673	36,485	3,899	4,489
National 4-H News (mon)	5.4	16.4	98.2	134.5	2,282	6,897	41,275	56,511	2,282	6,897
†National Future Farmer (bm)	—	—	89.5	112.5	—	—	38,682	48,768	11,623	12,605
‡Nation's Agriculture (mon)	3.3	4.5	35.4	41.9	1,413	1,917	15,182	17,971	1,304	1,372
§Washington Grange News: (sm)										
East Edition	9.0	10.3	80.5	85.6	9,786	11,130	87,528	92,509	9,492	10,696
West Edition	9.4	10.9	78.7	84.3	10,220	11,830	85,484	90,859	9,926	11,396
Average 2 Editions	9.2	10.6	79.6	85.0	10,003	11,480	86,551	92,084	9,709	11,036
Total Group	79.5	87.3	774.8	873.5	40,456	40,875	369,205	404,290	41,639	44,675

‡Not included in totals. §Not included in totals; as July figures were unavailable as this issue went to press June figures are shown. †Published bi-monthly; cumulative figures shown are for June issue. ‡Changed from 450-line page to 429-line page April 1961.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

American Livestock Journal: (mon)										
‡National Edition	9.3	10.7	92.2	124.0	3,972	4,598	39,566	53,198	2,803	2,760
‡Regional ‡1 Edition	9.3	10.7	92.2	129.6	3,972	4,598	39,566	55,608	2,803	2,760
Average 2 Editions	9.3	10.7	92.2	126.8	3,972	4,598	39,566	54,403	2,803	2,760
The Cattleman (mon)	66.2	76.3	600.1	614.3	27,790	32,050	251,994	258,110	10,199	12,345
§Corn Belt Farm Dailies: (d)										
The Drovers Journal, Chicago	14.0	13.1	147.0	163.4	30,003	29,504	316,995	352,304	16,479	15,346
The Drovers Telegram, Kansas City	10.8	13.6	132.9	143.0	23,375	29,375	286,617	308,213	15,638	20,227
The Stockman's Journal, Omaha	19.8	16.6	168.1	177.6	42,744	35,784	362,446	383,061	35,763	26,946
The Livestock Reporter, St. Louis	6.8	10.2	103.6	123.0	14,654	21,940	223,324	265,257	9,893	14,562
§Dairymen's League News (bw)	10.1	8.3	62.2	80.0	7,384	6,040	45,307	58,204	6,873	5,631
Feedlot (mon)	25.0	18.6	167.3	117.4	10,486	7,812	70,280	49,308	10,472	7,798
Florida Cattleman (mon)	71.1	64.5	464.1	525.9	29,841	27,081	194,905	220,890	12,752	10,038
Hoard's Dairyman (sm)	37.7	44.0	405.9	461.4	27,434	32,037	295,508	335,865	22,141	24,939
Livestock Breeder Journal (mon)	141.0	138.5	513.1	525.9	59,220	58,170	219,912	224,014	2,870	1,680
National Hog Farmer (mon)	18.6	18.1	174.4	166.2	18,879	18,371	177,006	168,693	18,816	17,780
National Livestock Producer (mon)	10.4	11.5	119.1	129.6	7,573	8,422	89,546	100,904	7,229	7,842
Western Dairy Journal (mon)	16.3	29.8	200.9	273.7	6,977	12,777	89,233	117,328	4,394	7,464
Western Livestock Journal: (mon)										
Mts. & Plains Edition	50.0	65.4	414.7	478.9	21,450	28,032	177,963	209,339	6,169	10,623
Pacific Slope Edition	56.1	77.0	589.9	604.6	24,047	33,017	253,141	259,351	8,493	14,649
§Western Livestock Reporter (w)	18.8	17.3	209.8	192.3	25,267	23,251	280,626	258,421	10,472	6,223
Total Group	501.7	554.4	3,741.7	4,024.7	237,669	262,367	1,859,054	1,998,205	106,338	117,918

‡Not included in totals. §Not included in totals; as July figures were unavailable as this issue went to press June figures are shown.

Poultry

Broiler Business (mon)	27.9	29.4	215.4	178.1	11,965	12,598	92,426	76,392	8,852	8,880
Broiler Industry (mon)	28.9	29.8	221.0	202.9	12,990	13,427	99,511	91,372	10,365	10,624
†Georgia Poultry Times (w)	35.6	37.2	208.5	188.6	37,884	39,606	222,068	200,844	28,560	22,801
§The Poultryman (w)										
Dixie Edition	15.0	8.6	114.2	82.7	16,313	9,357	123,899	89,760	8,457	4,108
National Edition	14.0	7.6	101.5	75.9	15,172	8,300	110,156	82,445	8,037	3,828
New England Edition	17.9	11.8	129.2	100.3	19,477	12,738	140,250	108,828	11,733	7,020
New Jersey Edition	16.5	12.4	122.9	119.8	17,868	13,458	133,314	129,965	10,418	8,286
Poultry Tribune: (mon)										
‡Eastern Edition	25.4	23.7	236.1	246.4	10,881	10,156	101,284	105,689	9,816	9,122
‡Midwest Edition	26.6	22.5	235.2	246.7	11,430	9,668	100,921	105,817	10,365	8,649
‡Pacific Edition	30.3	29.7	291.8	305.1	13,008	12,747	125,161	130,869	10,286	9,025
‡Southeast Edition	28.0	26.5	272.7	281.8	12,033	11,365	116,990	120,893	9,967	9,631
‡Southwest Edition	24.2	22.7	223.7	242.3	10,394	9,731	95,961	103,930	9,043	8,569
Average 5 Editions	26.9	25.0	251.9	264.4	11,549	10,733	108,064	113,439	9,895	8,999
Turkey World: (mon)										
‡Central Edition	22.3	24.5	323.5	287.4	9,554	10,517	138,793	123,287	8,461	9,619
‡Eastern Edition	20.8	24.9	303.4	281.3	8,915	10,688	130,168	120,674	7,822	9,692
‡Western Edition	21.9	25.3	306.2	282.4	9,411	10,834	131,368	121,155	8,318	9,549
Average 3 Editions	21.7	24.9	311.1	283.7	9,293	10,680	133,443	121,706	8,200	9,620
Total Group	141.0	146.3	1,207.9	1,117.7	83,681	87,044	655,512	603,753	65,872	60,924

NOTE: American Poultry Journal and Everybodys Poultry Magazine are combining July and August issues; next figures to be shown in August tabulation. ‡Not included in totals. §Not included in totals; as July figures were unavailable as this issue went to press June figures are shown. †Five issues July 1961; six issues July 1960.

Fruit & Vegetable

American Fruit Grower (mon)	35.9	41.9	230.6	281.1	15,409	18,016	98,941	120,622	14,872	17,584
American Vegetable Grower (mon)	32.6	41.8	215.3	225.2	13,995	17,955	92,395	96,622	13,573	17,673
California Citrograph (mon)	26.1	18.7	158.8	153.8	17,514	12,544	106,878	103,260	17,178	12,264

(Continued on Page 54)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	July 1961	July 1960	Jan.-July	Jan.-July	July	July	Jan.-July	Jan.-July	July	July
Florida Grower & Rancher (mon)	13.9	22.0	140.5	177.9	9,423	14,952	94,456	120,992	8,720	14,050
Vegetable Growers Messenger (bm)	11.7	13.8	52.2	49.1	4,914	5,796	21,924	16,662	——	——
Western Fruit Grower (mon)	17.1	18.5	223.7	221.5	7,182	7,770	103,968	93,030	——	——
Total Group	137.3	156.7	1,021.1	1,108.6	68,437	77,033	518,562	551,188	54,343	61,571

Canadian (June)	Total Advertising, in Pages				Total Advertising, in Lines					
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960
Le Bulletin des Agriculteurs (mon)	33.6	39.8	280.4	328.8	23,501	27,822	196,370	230,155	23,501	27,822
Country Guide (mon)	28.6	32.6	241.6	257.0	20,620	24,918	174,006	185,068	——	——
Family Herald (w)	75.8	64.5	448.2	458.1	73,974	62,955	436,907	446,740	50,675	39,970
Farmer's Advocate & Canadian Countryman (sm)	22.8	33.6	233.3	261.4	15,973	23,509	163,282	182,951	13,204	20,681
†Free Press Prairie Farmer (w)	67.1	83.5	546.4	567.1	75,245	93,802	605,779	625,351	32,452	39,488
Western Producer (w)	57.9	58.9	374.9	414.5	61,930	62,992	401,115	443,072	37,967	34,440
Total Group	285.8	312.9	2,124.8	2,286.9	271,243	295,998	1,977,459	2,113,337	157,799	162,401

†Four issues June 1961; five issues June 1960.

32 Pocket Books Titles Released for Premium Use

Another 32 Pocket Books have been released for use as premiums by the special projects division of Pocket Books Inc. They follow about 80 titles previously made available to banks, insurance companies, department stores and other businesses, at costs ranging from 12¢ to 30¢ each depending on quantity and cover price.

Benjamin Co., New York, which represents the division, said the company also has put out several editions. These include an Eastman Kodak camera book, a Stanley Tools book on woodworking, and books on AMF bowling, Pillsbury baking, Kraft salads, Dumas Milner household hints, and Slenderella reducing. Pacific Mills, an advertiser on "The Jack Paar Show" (NBC-TV), has distributed 1,700 copies of Paar's book, "I Kid You Not." Two other Paar advertisers—Puritron and Airequipt—also are using the edition.

KTUL, Tulsa, Sold to Texoma

KTUL, Tulsa radio station, has been sold to Texoma Broadcasting Co., operator of KTRN, Wichita Falls, Tex. Griffin Broadcasting Group, former owner of KTUL, said the transaction does not affect KTUL-TV.

Persons Agency Adds Carmody

Carmody Corp., Buffalo, designer and manufacturer of industrial training units, has appointed Persons Advertising, New York, to handle advertising and pr.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Kendall Rocha Hussey Stella

CHRISTMAS IN JULY—*More than 100 international admen turned out for a lavish party thrown in New York by Hablemos, Latin American newspaper supplement, to promote gift advertising in its Christmas issue. Carlos Rocha, Hablemos salesman, played Santa Claus, assisted by colleague Peter Hussey. Receiving gifts are George E. Kendall, International General Electric, and Caroline Stella, J. Walter Thompson Co.*

Shaker Heads ABC Unit

Theodore F. Shaker, selected last month to direct the operations of ABC-TV National Station Sales, New York (AA, July 3), has been given the title of president with the new spot sales subsidiary for ABC-owned stations. Named vps are Edwin T. Jameson, general sales manager, and D. Thomas Miller, central division manager. Robert Goldman, who had been business manager, has been named treasurer.

Weston, M-G-M Sign Pact

Metro-Goldwyn-Mayer has appointed Weston Merchandising Corp., New York, exclusive merchandising representative for all its new television and motion picture films. Under the agreement, Weston will license manufacturers to tie in their products with M-G-M properties.

Frohlich Boosts Lewis, Dent

Charles Lewis and V. Edward Dent have been promoted to senior vps of L. W. Frohlich & Co., New York agency. Mr. Lewis, formerly vp and treasurer, has been with Frohlich since 1946. Mr. Dent, with the agency since 1949, will continue to head the client service division.

'Int'l Management,' 'Industria' to Form New 3-Edition Book

NEW YORK, July 28—McGraw-Hill Publishing Co. will take a major step in the international area next year when it combines *Industria* with *International Management* and launches three editions of the new magazine, one of which will be produced in Brazil.

The new publication will retain the *International Management* name. It will appear monthly in English, Spanish and Portuguese editions, effective with January issues.

In its new dress *International Management* will try to find a niche as an international business magazine, utilizing the worldwide editorial facilities of McGraw-Hill.

■ The magazine expects to be delivering a total circulation of 50,000—20,000 with the English edition, 20,000 with the Spanish, and 10,000 with the Portuguese. One-time b&w page rates will be as follows: English edition, $745; Spanish, $745; Portuguese, $375. Advertisers will be able to earn an 8% discount with use of two editions, 10% for use of all three. A single b&w page in all three editions will cost $1,566 at the 12-time rate.

The Portuguese edition will be produced in Sao Paulo in association with Editora Banas, a leading economic research house in Brazil. McGraw-Hill has high hopes of it becoming "the *Business Week* of Brazil," although it is starting out as a monthly. George Browne, who has been editor of *Industria*, will be in charge of the Brazilian operation and will move there Aug. 15.

■ This marks McGraw-Hill's third publishing venture abroad. It already publishes *Metalworking Production* in Britain and it launched *Construccion Mexicana* in Mexico City last year. Further local publishing operations are believed to be on the drawing boards.

Eugene E. Weyeneth, publisher of *International Management*, emphasized that this expansion represents a new phase in the company's international publishing operations. For many years the company published a group of export magazines in a separate division, McGraw-Hill International Corp. This division was abolished last Dec. 31.

"What was happening," Mr. Weyeneth explained, "was that our export market was breaking up into pieces. Our business is no different than manufacturers' businesses. When markets change, products must change."

■ When *Industria* is dropped as a separate publication at the end of this year, McGraw-Hill will be left with three export magazines: *Construccion*, a Spanish-language monthly covering the construction industry, which is now part of the F. W. Dodge operation, and two automotive books, *American Automobile* and *Automovil Americano*, which are now lodged under *Fleet Owner*.

International Management will function independently alongside the other books in the publications division. Paul R. Miller Jr. will continue as editor.

Industria was founded 43 years ago to serve the manufacturing and construction industries of Latin America. *Construccion* became an offshoot of this magazine in 1942.

■ The McGraw-Hill export books have failed to make progress in recent years. *Industria*, which now has a circulation of 19,000, will carry about 540 advertising pages this year; it carried more than 700 in 1957. *International Management*, which has a current circulation of 33,000, carried 715 pages last year and was up 30 pages for the first six months of 1961. #

Ruthe Butler Named Ad Director of Seaboard

Ruthe C. Butler, formerly promotion manager of the Empire State Bldg., has been appointed director of advertising and public relations of Seaboard World Airlines, New York, a cargo carrier. Miss Butler, who is a pilot, is believed to be the first woman to hold such a position in the airline industry. She worked previously for American Airlines and American Overseas Airlines. Miss Butler succeeds John W. Butler (no relation), who resigned.

Twinkle Cream Ads Planned

Drackett Co., Cincinnati, will begin national advertising in October for its Twinkle Cream for Silver, a new silver polish. CBS-TV daytime shows will be used, plus some nighttime commercials. Color ads are scheduled in *American Home*, *Better Homes & Gardens*, and *McCall's*. A 50¢ refund on the first package will be offered, along with an 8" silverplate bowl for $6 and a box front. Young & Rubicam is the agency.

Nemarow Adds Drug Client

Pharmaceutical Industries Inc. has appointed Nemarow Advertising Agency, New York, to handle its advertising. The company produces drugs which are marketed through the sales force of McKesson-Robbins and its own staff of detail men. Currently using medical publications, the company plans to expand into consumer media.

Lynge Heads New PR Unit

John E. Lynge, formerly public relations director of Smith, Hagel & Knudsen, New York, has organized Lynge Corp., which will function as the pr subsidiary of another agency, Galbraith, Hoffman & Rogers. Mr. Lynge said the division will service the agency's clients as well as its own clients.

Doherty, Clifford Names Two

Lee Hughes, formerly with J. Walter Thompson Co., has joined Doherty, Clifford, Steers & Shenfield, New York, as an account executive. DCS&S also has named Robert Widholm assistant media supervisor. He will continue as broadcast media supervisor.

Elliott to Haywood Publishing

Edward Elliott has been appointed assistant to the president in administration of operations of Haywood Publishing Co., Chicago. Mr. Elliott was formerly manager of industrial and medical sales of the liquid carbonic division of General Dynamics Corp.

NO OTHER PROMOTION CAN DO SO MANY THINGS FOR YOU . . . SO WELL . . . FOR SO LITTLE!

AS OUR ONE AND ONLY FAMOUS ORIGINAL

FOOTBALL FACTS BOOKLET

Will Take Your Message Through To Hard-To-Reach People Your Best Salesmen Can't Get In To See

Your ads are spotlighted on the covers — where they will be read giving you innumerable repeat impressions . . . Beautifully done in two colors throughout . . . with college and pro schedules, photos of top players . . . preview information, team rankings, records, rules, stadium diagrams and 1001 other important facts

Trim Size — 3⅞" x 7½".

48 pages plus 4 covers—total 52 Pages of live authentic information.

An incomparable vest pocket encyclopedia of the grid iron figures and topical articles sure to be of interest to every football fan.

Exclusive, individual attention for your message . . . here is person-to-person advertising at its best . . . the next thing to a personal call . . . YOU PAY ONLY FOR MESSAGES ACTUALLY DELIVERED . . . in contrast to accidental fleeting impressions from partial readership!

JUST A FEW of many ways to cash in on these booklets —

Use in place of direct mail literature . . . your message can be told on the covers and at a nominal additional cost you can have an insert of your literature for a free ride . . . 100% on target. Bring prospects face to face with your product or service.

PHONE, WRITE OR WIRE TODAY for delivery in time for the opening games.

C. H. PEARSON, PEARSON PRODUCTIONS, 250 Park Avenue, New York 17, N.Y., YU 6-7795

ORIGINATORS OF ADVERTISING SPORTS BOOKLETS—SINCE 1935

MAILING—*Emko Co., St. Louis, has received more than 12,000 requests for Emko vaginal foam samples and literature as the result of a mailing to 80,000 doctors. Emko has been using medical and pharmaceutical magazines since last March (AA, April 10).*

Bristol Labs Marks Drug Samples to Foil Diversion or Resale

SYRACUSE, N. Y., July 26—Bristol Laboratories has decided to adopt a program which it says will prevent the improper use and waste of free drug samples.

Thomas E. Watson, vp of marketing, said each individual capsule the company distributes will be stamped with the word "complimentary." Sample packages will contain the legend, "to initiate therapy and reduce the cost to your patients."

■ To avoid waste, company sales representatives, when offering a sample, determine whether the doctor may use such samples in his practice. If so, the doctor is asked to sign a requisition for additional samples that are mailed to him.

Bristol said doctors have given enthusiastic support to the plan, established experimentally a year ago.

The Food & Drug Administration recently seized some pharmaceuticals from drug shelves on grounds that they were samples that had been diverted from doctors' offices and repackaged for sale. #

ABC-TV Station Sales Adds 2

Richard Beesemyer, formerly sales manager of KNXT, Los Angeles, has been appointed sales manager of the Los Angeles office of ABC-TV National Station Sales, the new subsidiary of American Broadcasting-Paramount Theaters. James R. Osborn, previously general sales manager of KXTV, Sacramento, has been appointed sales manager of the San Francisco office of ABC-TV National Station Sales. Succeeding Mr. Osborn as general sales manager of KXTV is Robert S. Wilson, formerly assistant general sales manager.

Erlick Named AB-PT VP

Everett H. Erlick, formerly a vp in the radio-tv department of Young & Rubicam, has been named to the new post of vp and general counsel of American Broadcasting-Paramount Theaters, New York. He will report to Leonard H. Goldenson, AB-PT president, and Simon B. Siegel, financial vp.

Columbia Promotes Roberts

Calvin Roberts, director of custom records for Columbia Record Productions, New York, has been named to the new post of general manager. In his new position he will be responsible for sales and services to private labels and advertising agencies.

ABC Radio Adds 4 Stations

ABC Radio, New York, has added four new affiliates. They are KODA, Houston, a new station scheduled to begin broadcasting Aug. 1; and former independents WVEC, Norfolk-Hampton, Va.; WLIZ, West Palm Beach-Lake Worth, Fla.; and WCIL, Carbondale, Ill. ABC's previous affiliate in the Houston area was KWBA and its former Norfolk affiliate was WLOW (now WHIS), both of which went independent. In Palm Beach, ABC's affiliate was WQXT, which has joined NBC.

CBS Animations Adds Three

CBS Animations, New York, a new production department of CBS Films, has appointed three account executives. They are Charles R. Fagan, who has returned to CBS after serving as a program developer for Videotape Productions of New York; Robert Foster, formerly eastern sales manager in the tv tape department of CBS Television Productions; and Jeff Maguire, previously sales manager of Mobile Video Tape TV.

Tollycraft Names Botsford

Tollycraft Corp., Kelso, Wash., manufacturer of pleasure boats ranging in length from 16′ to 43′ has appointed the Seattle office of Botsford, Constantine & Gardner to handle its advertising. The account formerly was handled by Kendon Advertising, Portland. It is reported to bill less than $50,000 a year. Tollycraft boats are sold in the western U.S. and Canada.

West Pacific Adds Account

H. R. Watchie & Associates, Seattle land management company with operations in Washington, Oregon and California, has appointed West Pacific Advertising Agency, Seattle, for its first advertising and public relations campaign. Watchie recently announced plans for a $20,000,000 shopping center on the eastern edge of Seattle.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.

431 S. Dearborn St. • Chicago 5, Illinois

Who put the hustle in the bustle in Boston?

Boston's a livelier town these days. It's a booming town, spectacular in its new look — new buildings, new industries, new super highways, new suburbs, new everything. Including a great, new No. 1 newspaper — The Globe.

The Globe leads all Boston papers in every major audience classification. Today's example: more housewives (313,000 in all) read The Globe than any other Boston newspaper — 16% more than the Herald-Traveler, 27% more than the Record-American.

A new study of newspaper audiences in the Boston Market reveals these and other facts extremely favorable to The Globe. Highlights of the study, which was done in consultation with the Advertising Research Foundation, are in a brochure called "The Buying Bostonians," For a copy, call your Million Market Man.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

The only kind of Travel Arrangements NOT handled by the AMERICAN BANK Travel Agency!

AMERICAN BANK

COSMIC TIE-IN—*National American Bank, New Orleans, did some fancy stepping to get this ad in the New Orleans States-Item only hours after Astronaut Virgil Grissom took his high ride. Grissom took off at 6:20 a.m.; the ad was on the streets by 10 a.m. Walker Saussy Advertising is the agency.*

For Sixth Year, GE Is Top Rated Among Teen Agers

NEW YORK, July 26—For the sixth year in a row, the nation's teen agers have named General Electric as their favorite company.

A survey by *Scholastic Magazines* of 5,000 high-school students (2,500 boys, 2,500 girls), showed GE at the top of the list in five categories: GE was regarded as the leader in scientific research by 29.5%; "the company doing the most outstanding job in the field of atomic energy" by 23.2%; the choice of 19.6% as a large national company to work for; the leader in engineering by 16.4%; and the company doing best in missiles and rockets by 11%.

■ Trailing GE's 19.6% in preferences among national companies the youngsters would like to work for were General Motors, 7.2%; Du Pont, 7.1%; Bell Telephone, 6.7%; Ford, 4%; and Westinghouse, 2.9%.

Most important reasons given by the teen agers for their company selections: "A good opportunity to use my education," 36.8%; "they are a leader in scientific research," 24.5%; and "I would like to work for a well-known company," 12.2%. #

Mayberry Joins Raytheon

John A. Mayberry has joined Raytheon Co., Lexington, Mass., as central zone manager of the distributor products division, headquartered in Franklin Park, Ill. Mr. Mayberry was formerly director of merchandising and advertising of CBS Electronics.

Dresser Appoints Morrisey

Patrick J. Morrisey has been appointed vp of marketing of the HST division of Dresser Electronics, Garland, Tex., a new post. Prior to joining Dresser Mr. Morrisey was assistant general sales manager of the electronics division of Lionel Corp.

Alitalia Promotes Cicero

Marco Cicero, advertising coordinator of Alitalia Airlines, New York, has been appointed advertising and sales promotion manager, a new post.

'Package Engineering' Names

Donald R. Crane, formerly with *Electric Light & Power*, Chicago, has joined the Chicago sales staff of *Package Engineering*.

Latest Network Radio and TV Ratings

Network Radio's Top Advertisers*

Based on Four Weeks Ending June 4, 1961

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	Liggett & Myers Tobacco (CBS, MBS, NBC)	313	141,091
2	Chevrolet-General Motors (CBS, NBC)	218	123,039
3	R. J. Reynolds Tobacco (4 Nets)	266	112,756
4	Standard Brands Inc. (CBS, MBS, NBC)	257	111,914
5	Mennen Co. (4 Nets)	257	103,311
6	Minnesota Mining & Mfg. (MBS)	217	88,132
7	Pharmaco Inc. (CBS, MBS)	189	84,961
8	Metropolitan Life Insurance (NBC)	134	73,985
9	Pepsi-Cola Co. (4 Nets)	198	66,022
10	Philip Morris Inc. (CBS, NBC)	140	61,867
11	Midas Inc. (ABC, CBS, NBC)	138	59,348
12	Ex-Lax Inc. (4 Nets)	142	55,831
13	CBS Electronics-CBS Inc. (CBS)	103	51,880
14	Sterling Drug Inc. (MBS, NBC)	120	46,888
15	P. Lorillard Co. (4 Nets)	169	45,839
16	Int'l Minerals & Chemicals Corp. (ABC)	120	39,907
17	Studebaker-Packard Corp. (ABC)	108	35,808
18	Sylvania Electric Products (ABC, CBS, NBC)	70	34,964
19	Automotive-American Motors (NBC)	80	31,458
20	General Foods Corp. (ABC, CBS)	46	26,854

Commercial Minutes

Rank	Advertiser	No. Comm'l Min. Aired	Total Comm'l Min. Del'd (000)
1	Chevrolet-General Motors (CBS, NBC)	200	106,809
2	Liggett & Myers Tobacco (CBS, MBS, NBC)	240	100,133
3	Standard Brands Inc. (CBS, MBS, NBC)	174	82,639
4	Mennen Co. (4 Nets)	197	78,198
5	Pharmaco Inc. (CBS, MBS)	144	60,460
6	R. J. Reynolds Tobacco (4 Nets)	158	59,698
7	Metropolitan Life Insurance (NBC)	114	59,449
8	CBS Electronics-CBS Inc. (CBS)	96	44,784
9	Minnesota Mining & Mfg. (MBS)	123	43,302
10	Philip Morris Inc. (CBS, NBC)	103	42,969
11	Sterling Drug Inc. (MBS, NBC)	113	41,196
12	Midas Inc. (ABC, CBS, NBC)	103	40,574
13	Ex-Lax Inc. (4 Nets)	80	30,918
14	P. Lorillard Co. (4 Nets)	127	30,668
15	Sylvania Electric Products (ABC, CBS, NBC)	60	28,978
16	Oldsmobile-General Motors (CBS)	43	28,011
17	Pepsi-Cola Co. (4 Nets)	84	26,396
18	General Foods Corp. (ABC, CBS)	47	26,117
19	Int'l Minerals & Chemicals Corp. (ABC)	80	24,768
20	Fedders Corp. (MBS)	62	24,346

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Nielsen Network TV

Two Weeks Ending July 9, 1961

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	14,445
2	The Untouchables (Several sponsors, ABC)	12,522
3	Andy Griffith Show (General Foods, CBS)	11,678
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,678
5	What's My Line (Kellogg, Allstate Insurance, CBS)	11,631
6	Garry Moore Show—10:30 p.m. (Several sponsors, CBS)	11,584
7	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	11,537
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	11,350
9	Garry Moore Show—10 p.m. (Several sponsors, CBS)	11,303
10	77 Sunset Strip (Several sponsors, ABC)	11,115

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	30.8
2	The Untouchables (Several sponsors, ABC)	26.7
3	Andy Griffith Show (General Foods, CBS)	24.9
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	24.9
5	What's My Line (Kellogg, Allstate Insurance, CBS)	24.8
6	Garry Moore Show—10:30 p.m. (Several sponsors, CBS)	24.7
7	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	24.6
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	24.2
9	Garry Moore Show—10 p.m. (Several sponsors, CBS)	24.1
10	77 Sunset Strip (Several sponsors, ABC)	23.7

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	13,367
2	Andy Griffith Show (General Foods, CBS)	10,693
3	What's My Line (Kellogg, Allstate Insurance, CBS)	10,599
4	Garry Moore Show—10:30 p.m. (Several sponsors, CBS)	10,599
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	10,506
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	10,412
7	Garry Moore Show—10 p.m. (Several sponsors, CBS)	10,037
8	Red Skelton Show (S. C. Johnson, Sinclair, CBS)	9,568
9	My Three Sons (Chevrolet, ABC)	9,521
10	The Untouchables (Several sponsors, ABC)	9,005

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	28.5
2	Andy Griffith Show (General Foods, CBS)	22.8
3	What's My Line (Kellogg, Allstate Insurance, CBS)	22.6
4	Garry Moore Show—10:30 p.m. (Several sponsors, CBS)	22.6
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	22.4
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	22.2
7	Garry Moore Show—10 p.m. (Several sponsors, CBS)	21.4
8	Red Skelton Show (S. C. Johnson, Sinclair, CBS)	20.4
9	My Three Sons (Chevrolet, ABC)	20.3
10	The Untouchables (Several sponsors, ABC)	19.2

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

TvQ Rating Leaders

For Nighttime Network TV
July, 1961

Rank	Program	Familiar with Program (based on 100)	TvQ Score
1.	Bonanza (Procter & Gamble, American Tobacco, NBC)	71	53
2.	Andy Griffith Show (General Foods, CBS)	68	50
3.	The Flintstones (R. J. Reynolds, Miles, ABC)	69	46
3.	Wagon Train (Nabisco, R. J. Reynolds, Revlon, NBC)	88	46
5.	The Real McCoys (Procter & Gamble, ABC)	85	44
5.	Red Skelton (S. C. Johnson, Sinclair, CBS)	85	44
7.	My Three Sons (Chevrolet, ABC)	66	43
8.	Gunsmoke (Remington Rand, Liggett & Myers, CBS)	84	41
8.	Route 66 (Chevrolet, Sterling, Philip Morris, CBS)	68	41
10.	Candid Camera (Bristol-Myers, Lever, CBS)	78	40
10.	Thriller (Several sponsors, NBC)	56	40
10.	The Untouchables (Several sponsors, ABC)	67	40

Note—Home Testing Institute arrives at what it calls a TvQ rating by dividing the number of people who say they are familiar with a program (as shown in first column of figures above) into the number terming it "one of my favorites."

EDWIN J. PAXTON SR.

PADUCAH, KY., July 25—Edwin J. Paxton Sr., 84, owner and publisher of the *Paducah Sun-Democrat*, died July 22 after seven weeks in the hospital.

Mr. Paxton began publishing the *Paducah Evening Sun* in 1901, and continued as publisher since a merger in 1929 with the *Paducah News-Democrat* gave the paper its present name. Mr. Paxton was also president and director of WPSD-TV, Paducah.

JOHN C. FLANAGAN

CHICAGO, July 25—John C. Flanagan, 62, Chicago advertising manager of *Family Weekly*, died July 16 in his home in Evanston, Ill. Mr. Flanagan had been western advertising manager of *American* until Crowell-Collier Publishing Co. folded the magazine in 1956. After leaving *American*, Mr. Flanagan joined with John M. Badger to form Badger & Flanagan, Chicago, media representative, later renamed John C. Flanagan Co. Mr. Flanagan joined *Family Weekly* in 1959.

WALTER J. ROBINSON

PHILADELPHIA, July 25—Walter J. Robinson, advertising salesman for the *Daily Republican*, Phoenixville, Pa., for the past 14 years, died here July 17. Mr. Robinson formerly was sports editor of the *Norristown Times Herald* and also worked in the ad department of that newspaper. #

Harrington, Walker Adds 3

Harrington, Walker & Strickland, Harrisburg, has been named to handle the following accounts: Cromar Co., Williamsport, Pa., manufacturer of pre-finished hardwood flooring; E. L. H. Associates, Harrisburg, for Technical Stock Review, stock market charting service; and Food Fair Properties, New York, for shopping center promotion in central Pennsylvania.

Breckner Named by KTTV

Robert W. Breckner, vp and general manager of KTTV, Los Angeles, has been elected to the board of directors of Times-Mirror Broadcasting Co. Mr. Breckner has been with the station since 1948 and worked as a director and vp of programming before appointment in 1960 to his present post of general manager.

Packers Promotes McIntosh

Hugh G. McIntosh, formerly manager of the sales promotion department of Canada Packers Ltd., Winnipeg, has been appointed assistant general advertising and sales promotion manager of the company, at the Toronto head office.

American Can Names Evans

Edward Evans has been appointed manager of sales promotion and advertising of the new milk container division of American Can Co., New York. Mr. Evans was previously on a special marketing assignment for the Canco division.

Seibel to Pillsbury Feed Unit

David R. Seibel, who will join Pillsbury Co. July 31 (AA, July 24), will be sales and marketing manager of the feed division, not of Pillsbury Co., as previously reported. He has been with Rath Packing Co. for 11 years.

D-F-S Elects Three VPs

Dancer-Fitzgerald-Sample, New York, has elected David Wham and John Stack, account executives, and Frances Ruthland, a copy supervisor, vps.

Red & White Names Kennedy

Red & White Corp., Chicago food chain, has appointed Charles D. Kennedy national director of advertising and promotion. Mr. Kennedy previously operated his own agency, and prior to that was with N. W. Ayer & Son, Chicago.

Intercontinental Adds One

Radio Station 5-60, which went on the air in Guatemala City last March, has appointed Intercontinental Services Ltd., New York, its U. S. representative.

Cracklesssssss

Martineau Says Obsolescence Results in Quality

(Continued from Page 3)

said that manufacturers were simply responding to the shifting tastes of the buying public.

■ Competition has caused the "curve of excellence" in American goods to rise, he continued. With many items to choose from, the American buyer selects only the top quality goods, and inferior goods cannot stay on the market for long. In some areas, particularly the home appliance field, manufacturers have tried to retain their pre-war prices by "making some concessions to quality."

"In a consumer society where goods obsolesce, the individual is not the victim of his goods. They are his dynamic possessions. We get rid of our goods, our property, our automobiles. We merely see them as some of the pleasures of life," said Mr. Martineau.

He went on to say that the American consumer does not want goods which will "last a lifetime." Rather, he wants to feel free to discard items as styles change, or service repairs become frequently needed. The American public doesn't expect to keep an automobile more than four years, as do our neighbors in South America.

"Why?" asked Mr. Martineau. "Because we are a rich country and we feel we can afford to live in this manner."

■ Drawing an analogy with the father who, remembering his days attending classes in a one-room schoolhouse, lectures his children on the luxury of modern education, Mr. Martineau again attacked the critics of the "rich" America, saying, "Certain social critics cleverly appeal to those outdated mores and customs so that the issue becomes a moral question, where, as I have stated earlier, what we are witnessing is a matter of economics."

The American has a great respect for work mainly because he seeks work's rewards—leisure, good health, security and more material possessions—and partly because work has "become a way of life for most of us," he stated.

The desire for more and better things for their families even prompts some adequately paid men to hold two jobs. Married women have begun working in large numbers, estimated at 12,000,000, in recent years. The women are, according to Mr. Martineau, trying to achieve a degree of economic freedom.

■ To further point up his premise that the American worker and consumer is attaining a high standard of living, Mr. Martineau estimates that one-fourth of the average family's income is not needed for essentials, and this figure should rise to one-half in the next ten years.

Speaking of the progress of America's working class, he said, "The Chicago area has approximately 1,000,000 Negroes. When they came, they were mostly tatterdemalions with holes in their shoes and ragged clothes. Their adaptation to infinitely higher standards of living has been a process of adult re-education in the broadest social sense."

■ Returning to his point about the consumer's relation to the manufacturer, Mr. Martineau cited air conditioning as an example of a luxury item, which has become essential to people living in hot, humid areas. This sort of convenience is the target of economists and philosophers who argue that "advertising has created an unnecessary want," he said.

Stating that the so-called "planned waste" is merely an adaptation to another standard of living, Mr. Martineau sees a need for constant re-educating of the working man as his living standards rise.

"The real determinant of economic growth in a rich country," he said, "is no longer the production of goods, but the consumption of goods.

"Business is simply a means for the society to achieve its goals," he went on, "not an end in itself. The field of industry is industry."

■ Colston E. Warne, president of Consumers Union of U. S. and International Office of Consumers Unions, told the conference that "the failure of advertising to provide accurate product information" was perhaps the main stimulus to the rapid rise of consumer-owned and consumer-controlled testing agencies.

Advertising agencies, said Mr. Warne, have been strongly objecting to the testing agencies, allegedly on the grounds that they are "interloping" and "disturbing the parade of smiling models who are heralding their products as best."

He also accused agencies who doubted their own claims of merely disliking outside interference in "the game in which rival producers are seeking to attract customers away from each other." #

WRC-TV Appoints Ryan

Edward F. Ryan, formerly sales promotion manager of WHTN-TV, Huntington, W. Va., has been appointed manager, advertising and promotion, of WRC-TV, Washington.

Blair Joins Ben Bliss

Helen Blair, formerly associate copy director of Gardner Advertising, New York, has joined Ben B. Bliss Co., New York, as creative director.

NARDA NEWS

IANCE AND RADIO-TV DEALERS ASSOCIATION

VOLUME 1 JULY, 1961 NUMBER 7

ADVERTISERS

Hamilton Manufacturing Company 5

Merchandise Mart 15

Kelvinator Division, American Motors Corporation ..... Back Cover

National Appliance and Radio-TV Dealers Association 5

Majestic International Sales, Division of Wilcox-Gay Corporation 12

Radio Corporation of America 2

Whirlpool Corporation 8-9

Manitowoc Equipment Works, Inc. 11

Zenith Radio Corporation 13

AD BILLING—*NARDA News, published by the National Appliance & Radio-TV Dealers Assn., Chicago, offers advertisers an extra plug by giving a capsule summary of space ads in its index of advertisers. Listing also includes the agency which placed the ad.*

How one of the Pacific Northwest's largest Ford dealers SELLS

a Million-Billion Market that's 4 TIMES AS BIG AS METRO SPOKANE

The fact that businessmen like Chud Wendle, president of Stoddard-Wendle Motors, Ford dealer, make a significant percentage of sales to people outside of Spokane proves the Spokane Market **is one big exception to the metro concept of measuring a market.**

It's a prosperous 36-county market that is unique in other ways, too. Separated, as it is, from other trading areas by towering mountains and great distances, it is united by common interests. Its 1.1 million people look to Spokane as their "Big City." Their $2.1 billion income and $1.4 billion retail sales make the Spokane Market **4 times as big as its metro area.**

CERTAINLY, NO SALES JOB IN THE PACIFIC NORTHWEST IS COMPLETE UNTIL THIS MILLION-BILLION MARKET IS SOLD!

The Spokane Market cannot be sold with advertising in papers published in coastal cities 300 miles west of Spokane. It can be sold economically and effectively only **from** Spokane with the two dailies considered "local" papers by families living in the Spokane Market – The Spokesman-Review and Spokane Daily Chronicle.

Together these two big dailies reach approximately 50% of the families in the FULL 36-county Spokane Market; 70% of the families in Spokane's big 24-county Retail Trading Zone;* and over 90% of the families in Metropolitan Spokane.

Stimulate the sale of your products in the Million-Billion Spokane Market with an advertising schedule in The Spokesman-Review and Spokane Daily Chronicle. They're a **must** for a full sales quota in the Pacific Northwest.

*24 Counties. Latest data, with exception of circulation, unavailable for parts of counties defined by A.B.C.

Any Way You Measure the Spokane Market, it's 4 Times as Big as Metro Spokane!

	Metropolitan Spokane	36-County Spokane Market
Population	282,000	1,119,500
Net Income	$594,973,000	$2,166,306,000
Retail Sales	$381,133,000	$1,444,787,000

Source: Sales Management, "Survey of Buying Power," May 10, 1961

Cover the Inland Empire like the sunshine

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Advertising representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

Cleveland About Equally Divided on 'Untouchables'

(Continued from Page 3)

moved and 162 from persons who were pleased that the concert was on instead.

■ "We consider the calls useful and interesting and we appreciate them," said Mr. Perris, "but it isn't scientific. It's a valuable part of the reason, of course. But what does it actually mean?"

WEWS has urged viewers to write to the station and express their views on the cancelation of "The Untouchables." WEWS, the ABC outlet in Cleveland and affiliate of Scripps-Howard Radio, took "The Untouchables" off the screen, in the words of the management, 'in the interest of variety and program balance." The station has refused to go beyond that statement, but those in the tv field here say that the general manager, James C. Hanrahan, ordered the show dropped because he felt there was too much violence in it.

Other Cleveland tv stations have not picked up the program.

■ A survey by the Scripps-Howard *Cleveland Press* seemed to bring out this reaction:

"Send the children to bed and bring on 'The Untouchables'." The sidewalk survey uncovered only one anti-Untouchable viewer. Most people said they enjoyed the show, but many said it should be taboo for children.

One Cleveland policeman confessed that his wife did not permit him to watch the show.

Two more tv stations—WSPD in Toledo and WITI in Milwaukee—were ready to drop "The Untouchables," but George B. Storer Jr., president of Storer Broadcasting Co., apparently changed his mind.

"After considerable deliberation and review," Storer originally said, "I felt that the violence aspect of 'The Untouchables' was the determing factor in removing the show from the schedule in Toledo and Milwaukee."

However, a short time later it was announced that these two stations would continue to carry the show. It was said that Storer, which owns WJW-TV in Cleveland, and the network had come to an agreement. #

Ferguson Is with Meredith

In a list of new officers of the Chicago Area Agricultural Advertising Assn. (AA, July 3), R. P. Ferguson, the new treasurer, was incorrectly identified as being affiliated with Methodist Publishing House. Mr. Ferguson actually is affiliated with Meredith Publishing Co.

Nowak Pearson del Campo Ashcraft

FROM SPAIN—*Augustin Gonzalez del Campo, of Madrid, shakes hands with Drew Pearson at a meeting held by Chapman-Nowak & Associates, Syracuse, and its client, Eastern Milk Producers Cooperative. The young Spaniard, who plans to become a teacher in Madrid, spent a week at the agency under arrangement with the International Cooperation Administration and the international management development department of Syracuse U. Others are Donald G. Nowak, agency president, and Fred E. Ashcraft, pr director of Eastern Milk Producers. Mr. Pearson is sponsored by Eastern.*

"95% of Truck Sales . . . Over 40% of Auto Sales are Made to People Living Outside Spokane"

"Businessmen not familiar with the nature of the Spokane Market may be surprised to learn that 95% of our truck sales and over 40% of our auto sales are made to people living outside Spokane. These sales figures, plus the return of ad coupons by people living throughout the Spokane Market, prove conclusively that advertising placed in The Spokesman-Review and Spokane Daily Chronicle reaches prospects throughout the entire 36-county Spokane Market."

CHUD WENDLE, PRESIDENT
STODDARD-WENDLE MOTORS
SPOKANE, WASHINGTON

Carson/Roberts Adds Two Accounts; Appoints Two

Capitol Records Distributing Corp., Hollywood, has switched advertising for its Angel Records division from Donahue & Coe to Carson/Roberts, which also handles the parent company account, as well as advertising for Electrical & Musical Industries, a subsidiary. Carson/Roberts also has been named to handle advertising for Hambro Auto Corp., Los Angeles distributor of British Motor Corp. products, including Austin, Sprite and MG. Carson/Roberts handled the account before it moved to Weverka & Associates in 1959; it subsequently was handled by Recht & Co. Billings are reported to be less than $50,000.

Carson/Roberts has named John Frawley, formerly with Procter & Gamble, an account executive, and Dominick Arbusto, previously with Daniel & Charles Advertising, an art director.

McCarty Adds L.A. Accounts; Names Hellman in New York

Jamieson Laboratories, Van Nuys, has appointed McCarty Co., Los Angeles, to handle advertising for its Whitecap division. The company specializes in agricultural electronics. McCarty also has been named to handle advertising for orthodontic products and the Weldmatic division of Unitek Corp., Monrovia, Cal., maker of dental attachments.

Fritz Hellman, formerly copy director of Fuller & Smith & Ross, has been named copy director of McCarty in New York, a new post.

American Sugar Promotes Allen

Paul J. Allen, manager of advertising and merchandising for American Sugar Refining Co., New York, has been appointed director of marketing, in charge of the company's new marketing division. He also will be responsible for the creation and production of the company's advertising and promotion, as well as package and product development.

Lawson Merges with Biddle

Carl Lawson Advertising Co., Kansas City, has merged with the Kansas City office of Biddle Co. John R. Lawson, president of the Lawson agency, and members of his staff will join Biddle Aug. 1. The Lawson agency was founded in 1946 by Carl R. Lawson.

FREE SAMPLING OPPORTUNITY

in Test City, U.S.A. (Columbus, Ohio). The only cost is your product . . . 23 gross. Write to: Ralph Hemming, c/o Columbus Dispatch—Citizen-Journal, Columbus 16, Ohio.

Evaluate Your Needs Carefully Before Selecting Addressing System: 'A&SP'

CHICAGO, July 26—With the large choice of addressing machines available, buyers must carefully analyze their individual needs before purchasing equipment. To avoid the great expense of replacing a system which does not fit an operation's particular mailing situation, purchasers should realize that "it is of the utmost importance [to] make the right choice the first time," according to the latest "Advertisers Buying Guide" in the August issue of *Advertising & Sales Promotion*.

When selecting a system, the buyer should consider many factors. Besides the important yardstick of speed, the *A&SP* article suggests nine conditions to regard:

- Size of mailing list.
- How often it is used.
- Quality of impression desired.
- Initial cost of system.
- Cost of address plates.
- Floor space which the equipment requires.
- Degree of selectivity needed.
- Frequency of changes and deletions.
- Maintenance requirements.

The article goes on to give a capsule summary of each of the major types of addressing systems, and reminds the buyer that system manufacturers will assist in analyses of mailing situations to determine which machine or combination of machines would be most efficacious.

Addressograph: A metal plate, on which name, address, and other desired information can be embossed, is the basic element of this system. A new model, controlled by perforated tape, can operate continuously at maximum machine speeds. Some Addressograph machines are equipped to select names from a master file with up to 60 classifications, while at the same time counting plates used.

Speedaumat: This specialized variation of the Addressograph uses 1x2⅝" metal plates and a standard embossing machine. A highly flexible system, Speedaumat machines can print on dickstrips, gummed labels, envelopes, self-mailers, letters, and other widely used forms. One model prints two dickstrips and a mailing list galley with a single pass of the stencil through the machine.

Elliot: The Elliot system uses a one-piece fiber stencil, similar to that used in mimeo operation, fixed in a fairly rigid cardboard mount. Stencils can be cut with standard typewriters.

Pollard-Alling: This system uses a one-piece embossed aluminum plate, printing through an inked ribbon. Speeds of up to 40,000 per hour are obtainable through the use of reels of 2,500 interlocking plates.

Scriptomatic: Addresses are typed on the face of a file card in the Scriptomatic, while a duplicate is simultaneously transferred to the back surface. Addressing can be done with a hand roller for short lists, or with special addressers running up to 40,000 per minute.

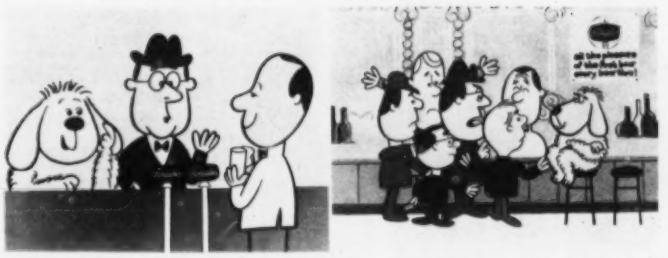
Remington Rand: Punched cards containing desired information pass through high-speed sorting and printing machines which permit the selective addressing of the list. Four components—an electronic sorter, a key punch machine, a set of cards, and a multi-control reproducing punch—make up the system.

International Business Machine: A system using punched master cards, the IBM operation can turn out 48,000 three-line labels an hour, or, using magnetic tape, up to 57,000 an hour.

Videograph: This, the newest addressing system on the market, uses magnetic tape and produces up to 260,000 labels per hour. The two-unit Videograph first reads, edits, and stores information and adds printing instructions, then converts the digital codes into printing signals and produces the labels.

Farrington: Offering aluminum alloy plates which can be cut to meet a variety of needs, the Farrington system is geared for customers needing a great deal of selectivity.

Facsimile Printer: This addresser passes IBM or Remington Rand cards under a bank of photo-electric cells, which operate a bank of vibrating needles hitting a reel of paper tape. #



SHAGGY DOG STORY—*F. & M. Schaefer Brewing Co., Brooklyn, has been running this one-minute animated commercial featuring a talking dog in New York, Philadelphia, Boston, Albany and Springfield, Mass. In the ad, no one is surprised when the dog orders a Schaefer beer. The commercial has been running a total of about ten times per week mainly on sports shows in those five cities since spring, with additional markets expected to be added soon. The film was produced by Paul Kim & Lew Gifford Productions through Batten, Barton, Durstine & Osborn.*

Hovore Joins Packard Agency

Frank Hovore, formerly with KRCA, has joined Jack Packard Advertising, Glendale, Cal., as an account exec.

Lambert & Feasley Names Two

John L. Grayhurst, formerly an account executive with Donahue & Coe, has joined Lambert & Feasley, New York, as an account executive. Lambert & Feasley also has promoted Austin H. Gedney Jr. from account executive to account supervisor on the Richard Hudnut account.

Homrig Opens Own Agency

Ralph Homrig, formerly manager of marketing service of Thomas J. Hubert Advertising, Cudahy, Wis., has opened his own agency, Ralph Homrig Advertising, with offices at 2266 N. Prospect Ave., Milwaukee.

'L.A. Mirror' Offers 'Briefed'

The *Los Angeles Mirror* began distribution of *Briefed*, business sales idea digest, with the July issue. *Briefed* also is distributed by the *Chicago Sun-Times*, *New York Herald Tribune* and *Philadelphia Inquirer*.

NOW!
GREATEST IN THE NATION!

WCCO Radio

listeners per quarter-

other station of the

TOP ACCEPTANCE! Check *any* market in the nation—even such giants as New York, Chicago and Los Angeles. You won't find a station of the CBS Radio Network that matches the enormous WCCO Radio audience—60,000 in-home families per quarter-hour. What's more, this is a far bigger audience than that of all other Minneapolis-St. Paul stations *combined* (*59.2% share of audience*)! It's yours to sell at the Twin Cities' *lowest cost-per-thousand*—less than one-third the average of all other stations. Great *record* . . . great *buy* . . . with great *acceptance!*

Source: Nielsen Station Index/6:00 AM-Midnight, 7-day week. Latest reports available as of July 1, 1961.

Two Builders Find 'Retirement' Houses Offset Building Slump

TACOMA, July 27—Is the residential building industry overlooking a major market? Can construction of housing especially designed for couples in retirement help offset the residential building slump that is caused by the current dip in postwar family formations?

Questions such as these stem from a progress report made by the Douglas Fir Plywood Assn. on consumer response to the "house of freedom," the model house that drew wide attention at the White House Conference on Aging in January.

The experiences of two builders —one on the East Coast, one on the West Coast—are cited by the association. Both use the association's blueprints for the "house of freedom"—so named because it is designed for ease of living by persons in their late years—and both have been surprised by the response.

One builder, C. E. Klock, Portland, Ore., normally puts up about 25 houses a year. To test out the possibilities of retirement housing Mr. Klock erected a model "house of freedom." Within three days, the association said, he had sold 17 houses even though his buyers had to locate their own land. Mr. Klock made no arrangements for FHA financing, offered conventional loans with a minimum of 20% down, and had never before used a model house.

■ The other builder, Carl T. Mitnick, a past president of the National Assn. of Home Builders, normally sells about 300 houses a year in New Jersey. He opened three models of the association's retirement house, drew 6,000 on the opening night at one house, and every night the first week had to close the doors on crowds. He sold seven of one model, six for cash, about 15 more of other models, and counts on selling 70 "houses of freedom" this year.

■ Both builders appeal to the same age group: Couples at near retirement age, many of whom have large, nearly-empty houses after their children have left.

Mr. Klock, surprised at the response and unable at this point to estimate how many retirement houses he may eventually sell, said he would never again build for the young, low-down-payment buyer. He added:

"We had the best group of lookers I've ever seen. They all own their present homes, they're responsible people, and they respect property. Nobody tried to twist a door off or see how strong our drawers were. Nothing was broken or stolen."

Mr. Mitnick confirmed the quality of the crowds that visited his models on King's Hwy. near Philadelphia and at his developments near the New Jersey shore. At least 90% were in the age group he sought. He reported:

"These people have lived in homes they own for years. Nobody is going to fool them about value or quality. They're not rude and they won't try to get something for nothing. But they know what they're entitled to get for their dollars."

■ The plywood association's publicity department helped Mr. Klock place stories in local newspapers. He was supplied information and illustrations for a sales brochure and got help from local newspapers in laying out a full-page advertisement that announced his opening.

Mr. Mitnick, who advertises year-'round, turned the association's material over to his agency, Elkman Co., Philadelphia, which produced an eight-page booklet on the "house of freedom."

Mr. Mitnick took full pages in the *Philadelphia Bulletin* and *Philadelphia Inquirer* and half pages in the *Atlantic City Press, Camden Courier, Christian Science Monitor*, and *Philadelphia News*. Two weeklies also carried half pages. Follow-up advertising used smaller space, but nothing less than 500 lines.

From 10 to 70 spots were used on these radio stations: WCMC, Wildwood, N.J.; WIP, Philadelphia; WMID, Atlantic City; and WPEN, Philadelphia. WPEN promotion also included a remote disc jockey broadcast from a model home on opening day. #

WILD BLUEBERRY—*General Mills introduces its new Betty Crocker wild blueberry pancake mix with ads during August in Sunset Magazine and in Aug. 6 editions of newspapers and on radio and tv. Batten, Barton, Durstine & Osborn is the agency.*

CBS Radio Spot Names Four

CBS Radio Spot Sales has promoted George Arnold, previously manager of client relations, to director of marketing and client relations. Allen Hughes, formerly a client relations representative, has been named to succeed Mr. Arnold. CBS Radio Spot Sales also has promoted Jack Burke from an account executive to manager of its Chicago office, and Charlie Burge, previously sales manager of KPLR-TV, St. Louis, to midwestern director of client relations in Chicago.

Pearl Brewing Boosts Two

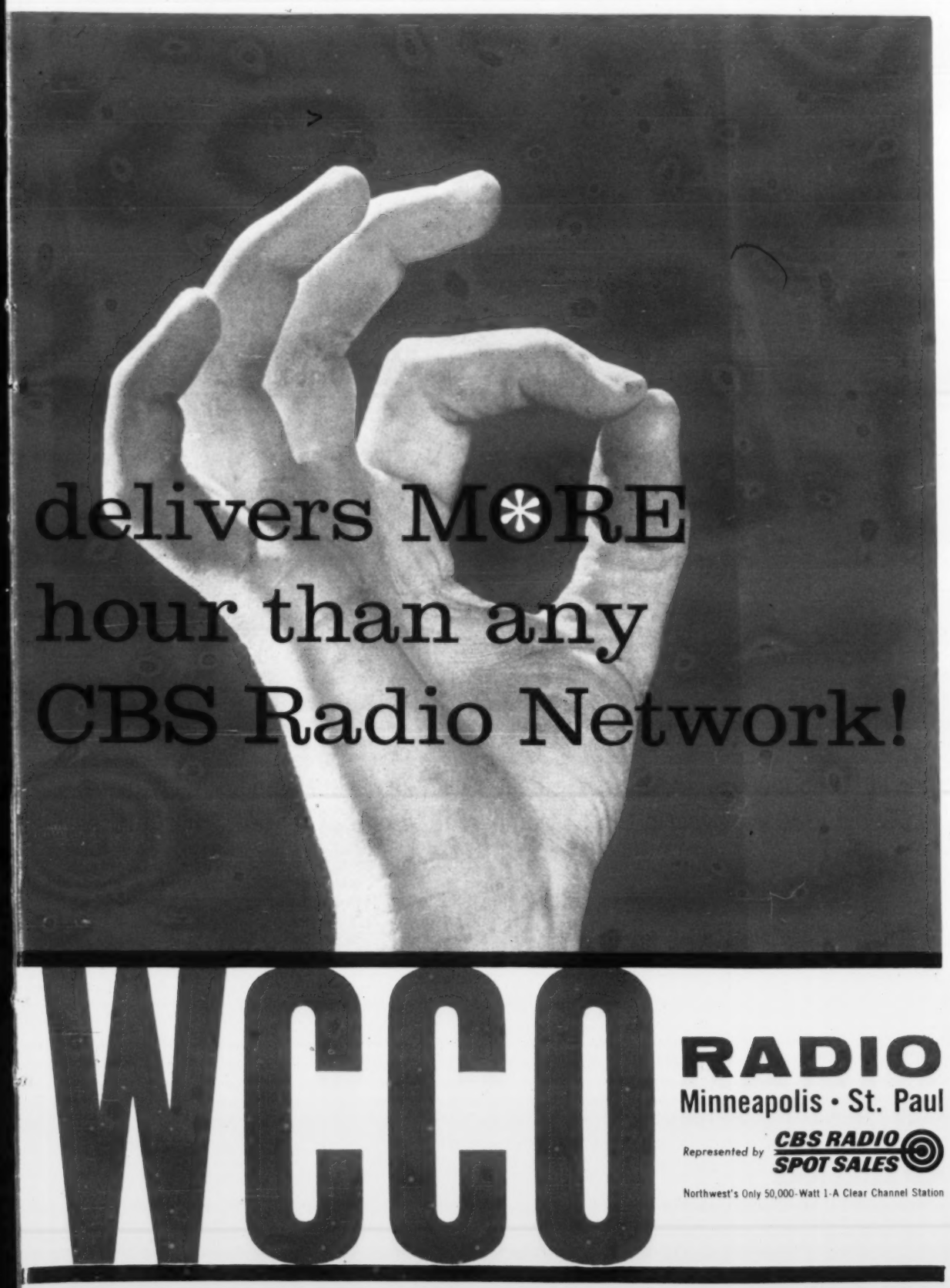
Barney Higgins, advertising and merchandising director of Pearl Brewing Co., San Antonio, has been named sales promotion director. Robert Jornayvaz Jr., advertising director of M. K. Goetz Brewing Co. for the past nine years, has been named ad director of Pearl. The Pearl and Goetz breweries merged earlier this year.

Cigaret Vending Assn. Formed

Chicago Cigaret Vending Assn. has been formed by 25 cigaret vending machine companies. The association will concentrate activities in the field of educating the public about cigaret vending and educating public taxing bodies about the industry's tax growth problems.

Waste King Launches Drive

Waste King Corp., Los Angeles, appliance manufacturer, has begun a $1,000,000 advertising-sales-public relations program for fiscal 1961. The company will use its first color insertions in magazines, plus trade publication ads. Hixson & Jorgenson, Los Angeles, handles the account.



INPAK SYSTEMS, INC.
Consultants to Management on Packaging
141 East 44 Street New York 17, N. Y.
"DESCRIPTIVE BOOKLET ON REQUEST"

the Formfit girl's best friends are newspapers and their Sunday magazines

FORMFIT—A GENESCO DIVISION—RAN THIS ADVERTISEMENT IN PARADE IN MAY, 1961 • PREPARED BY TATHAM-LAIRD, INC

Formfit, with one of the largest campaigns in the foundation and brassiere field, picked newspapers and Sunday magazines for 71 per cent of their advertising dollars in 1960 and again in 1961... compared with only 27 per cent back in 1958.

Arthur H. Baum

"While weekday and monthly magazines are a good umbrella of advertising," states Arthur H. Baum, Formfit's Vice President in charge of Advertising, "we have found that Sunday magazines and daily newspapers offer distinct advantages in today's changing media scene.

"For a new product, such as our sensationally successful new strapless bra, they have made it possible for us to shift product emphasis quickly and put the force of our advertising behind this seasonal item in June in Northern markets, in May down South.

"Another thing: Stores like advertising that appears in their local newspaper because they realize the manufacturer is giving them the same heavy coverage they themselves demand in their advertising.

"All over the country, newspapers distributing the Sunday magazines our advertising appears in have used Formfit to secure local store tie-in ads. Response proves this benefits the retailers as well as Formfit."

One Sunday magazine has carried Formfit advertising every year for fourteen years. That's PARADE.

PARADE

THE SUNDAY MAGAZINE OF 65 STRONG NEWSPAPERS FROM COAST TO COAST

Advertising Age

Feature Section

CM Deplores Tired, Ineffective Copy

Groesbeck Favors Copy Testing

New Cure for Washday Blues—Nett

Woolf Lauds Ford Salesmanship-in-Print

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Be Believable, Be Fresh and Distinctive' . . .

Farris Defines Motorola Ad Policies: Promotion Stresses Profit Items, Not Price Leaders

By Robert Farris
Director of Advertising and Sales Promotion, Motorola Corp., Chicago

Motorola Corp. believes that the electronics industry, particularly tv, is obsessed with price advertising. "Judging from the ads," says Ad Director Robert Farris, "it would be difficult to know that some manufacturers make anything but a portable tv at well under $200." Motorola has embarked on a bold campaign in the opposite direction, stressing better models and quality, which may continue three or four years. Mr. Farris cited these requisites of the advertising: "It should spotlight the top end of the line, to spread the glow of Motorola quality over all Motorola products, regardless of price. It must have drama and impact." The company's merchandising and ad policies and how they are being carried out were detailed by Mr. Farris in a speech, which is presented here, given at the Mid-South Advertising Institute in Memphis.

We believe advertising must be created and executed based on accomplishing your own objectives and not to counter what competition is doing.

We believe that all advertising expenditures, in one way or another, should be aimed at attracting more people to a retail outlet in the frame of mind to permit the retailer an opportunity to make a fair profit. And . . .

We believe the major share of advertising should be brought to bear on the profitable items in the line—not just on traffic building price leaders.

■ If you have paid any attention to the general run of electronic ads in the past few months, I am sure you have seen proof that the above three points are quite contrary to general industry practices. For example, every manufacturer in our business offers for sale a wide assortment of models covering a broad range of prices.

Our own tv line ranges in price from $169.95 to $700 and there are 38 basic models most of which are available in a variety of finishes. This is a fairly typical industry lineup of models.

Yet, judging from the ads that appear, it would be difficult to know that some manufacturers make anything but a portable tv at well under $200. And one thing you can be sure of in our industry: There's always someone who has a lower price.

We often say that the airlines, in spite of their fare savings battle, at least are all selling "Fly." In our business, too many manufacturers' policies seem to concentrate on trying to prove to consumers what a fool they were for not waiting another week to make that purchase. This, in our opinion, occurs because too much attention is paid to what "Joe" is doing and what can be done to beat "Joe" at his own game.

Amazingly enough, this seems to be standard practice today even for companies that achieved their present stature on product quality, on product innovation and on creative merchandising.

At Motorola, we're still old fashioned enough to believe that if you build an up-to-date, quality product, price it fairly, and tell an honest benefit story, you'll do all right in the long run—regardless of what your competition is doing.

We're also just old fashioned enough to believe that if you're going to be in business then you should strive for leadership and have a creative program aimed at establishing that leadership.

■ Let me give you a more specific example:

While this example is an average of these several industries, it holds basically true for the individual industries as well as for the group as a whole . . . and it probably holds true for local retail business as well.

White bars represent share of public acceptance, black represents share of market. The letters indicate the eight leading brand name competitors in order of share of market.

■ In all the industries surveyed, the three brands with highest consumer acceptance also received the highest share of market in exact order of their acceptance. Starting with the No. 4 position, you will note some changes. No. 4 in share of markets is sixth in acceptance. No. 5 in share of market is fourth in acceptance, and No. 6 in market is fifth in acceptance. No. 7 is where it should be and No. 8 is at bottom in acceptance and market.

These temporary upward shifts—greater share of market than their public acceptance would indicate—can be caused by a number of factors—a new product competitors don't have—unusually good product features—a unique merchandising program, etc. The reverse is usually true for those not selling up the level of their public acceptance.

Approximately three months ago, the Motorola distributor organization attended a new product line introduction in Chicago. Over the stage hung a large banner imprinted with the words:

Progress Our Objective—
Leadership Our Goal.

For our Motorola advertising and merchandising progams this meant accomplishment of a very basic function—to create a rapid and continued acceleration in the acceptance of Motorola products among the buying public . . . and the retail dealers . . . because their opinion, as reflected in their purchasing, is the final judge of our success.

As you know, it is a basic fact of marketing that the brand name with the greatest public acceptance generally attains the greatest share of sales in that market. On the adjacent chart you see a typical example of how business is divided. This is a sample cross section of several industries including many kinds of products . . . among them electronics.

You will find that below the top two or three sales positions, various competitors in an industry may make temporary gains in share of market as contrasted to share of acceptance, but they never hold that position for any length of time, nor can they ever attain leadership unless their brand acceptance also grows. In other words, their other competitors quickly catch up with new products, with new features, etc. And as soon as these factors are equal, acceptance again becomes the governing sales factor.

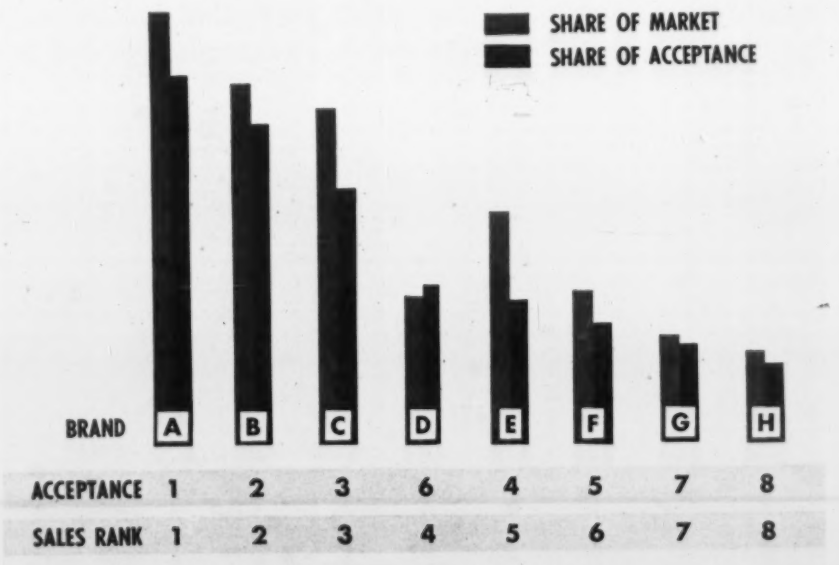
TV Ads Aimed at Immediate Sales Miss 97% of Families

There is also a very convincing business reason why an acceleration of public acceptance is vital to *present* as well as long range growth . . . and it's one often overlooked.

In the second quarter of 1960, less than 3% of all American families purchased a television set. This means that all the advertising done in that three months directed *entirely* at *immediate* prospects basically missed 97% of the families—because they just weren't in the market to buy.

When you eliminate that 97% and concentrate on the 3%—you want to be doggone sure you have a fair chance to get your share of the currently available purchasers . . . and to get that share through reasonable expenditures of advertising and merchandising monies.

As we stated earlier, it's just common sense that everything being reasonably



equal, the lines with the greatest acceptance are going to get the greatest share of this 3% of immediately available business. And those words "reasonably equal" are mighty important. If you're at the low point in acceptance, "reasonably equal" won't help at all, you'll have to give your product away to attain any appreciable sales volume.

Even those drawing close to the leader must have advantages in product, merchandising, dealer representation, etc., to continue to gain and, most important, they'll never permanently overtake the leaders . . . no matter what the program . . . until that leadership acceptance factor is there.

At this point in the program we told our distributors we couldn't give them a better example than an ad we showed them of a certain local private brand tv manufacturer, which advertises prices far below those currently found in the market. If public acceptance were not a controlling factor, this company would be No. 1 in sales, because certainly no one else even comes close to matching what they claim to have for the price.

■ There was another reason for showing that ad. Lasting acceptance comes only from truly fine product quality with top flight styling available at a reasonable price . . . not from advertising claims. We've had the quality, the styling, the value for some time now . . . even our competitors are beginning to look at us as a standard of comparison.

This gives Motorola the base needed to build our dealer and consumer acceptance to a leadership position. Actually, we should separate dealers and consumers when we speak of the need for accelerated acceptance. While we still need to build at the dealer level, our image there is fast approaching the leadership level—and will grow even faster as we continue to increase consumer demand, because the two go hand in hand.

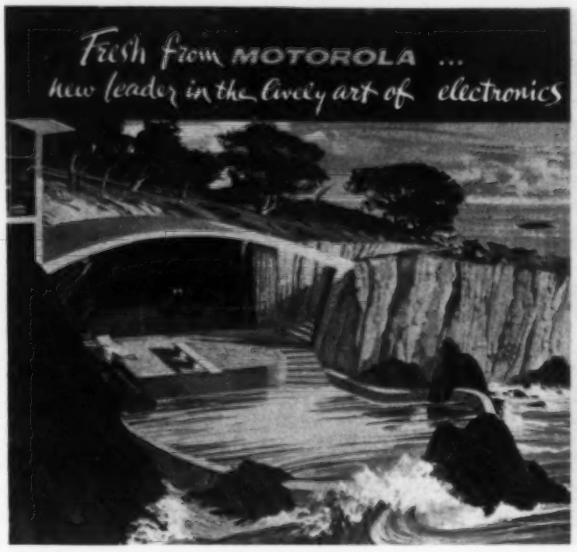
How Campaign Was Devised

But now comes the big question. How do we want these people to think of Motorola? Obvious cliches come to mind immediately:

"A firm that makes quality products . . . . . one of the leaders . . . a company that will not only give me satisfactory performance for my money, but will make my friends approve of my judgment."

These are worth while objectives, but "quality" and "leadership" have been claimed by so many so often that, used by themselves, they slide into one ear and out the other. Can you think of one manufacturer who would admit that he does not make a quality product? We know of none who would have people believe that his company is something less than a leader.

So, how do we make people believe of Motorola what every competitor would like to have them believe of his firm?



Well, these are the points our agency, the Leo Burnett Co., recommended as the basis on which to build our image:

1. We must be believable.

2. We must be fresh enough and distinctive enough to make the thought that we want to plant stick in the consumer mind.

Would people believe us if we told them Motorola was the leader in electronics? We doubt it. There are older companies and bigger, better known names.

But suppose we called ourselves "The New Leader"? This leads to a line that is right for Motorola, because it is Motorola: *"New leader in the lively art of electronics."*

This is what we are, or at the very least, are in a fair way of becoming. This is a concept that fits the company today and will fit the company in the years to come. This is a concept which should appeal to the most responsive section of the market—the young people who are marrying and furnishing their homes, the many families who are moving up in the world. These people are open to new ideas. They are prepared to accept new leaders. They prefer the lively to the stodgy.

We believe the word "new" is most important to the believability of this phrase. It does not challenge the belief of someone who has always felt that another company was the leader. Chances are he may have heard of Motorola's progress. If so, he is likely to accept the fact that Motorola has attained leadership and is now the "New Leader."

How Consumer Reaction Shaped Up

To check consumer reaction to this statement, our agency research group showed people a card with the line "New Leader in the lively art of electronics" on it. The Motorola name was not mentioned. They asked, "What kind of company would you expect this to be"?

Here are the most frequent answers:

- A company that has new ideas in electronics.
- A company with more research.
- An aggressive company.
- One of the present leaders.
- A large company.
- One that continues to advance.

■ Then they were asked how the products of this company would compare with those of other companies. This is what they answered:

- Products would have to be better. Best in the field.
- Products would be something new.
- More advanced. Improved. Modern.
- A nice piece of furniture. Better styles.
- Something no other company has.

Most important, there were no negative answers—everyone reacted positively and favorably.

These answers indicate that this line positions Motorola the right way. It can be an overriding thought that can add an extra aura of quality and desirability to every Motorola product, a unifying theme that can make every Motorola ad work to build the same desirable Motorola image.

The promise is not in the words themselves, unaided. It is in the product quality, engineering advances, and styling that make the line a living truth that *is* Motorola. Now the problem is to build advertising that projects this truth.

■ To create this advertising, our agency first showed us a large array of competitive advertising campaigns. These ran the gamut from straight price . . . to reliability and feature performance . . . to Quality and Magnificence.

Now it was just common sense that we weren't going to make any rapid improvement by imitating or improving on someone else's campaign. We couldn't do it by following competition or worrying about their approach.

■ So our agency laid down these requisites for our advertising.

1. It must be distinctive and modern in format and art. It must look like the advertising of the "New Leader in the lively art of electronics."

2. It must state the specific consumer benefits of the Motorola products advertised.

3. It must permit highly visible staging of the "New Leader" theme, yet allow for a selling headline.

4. It should spotlight the top end of the line, to spread the glow of Motorola quality over all Motorola products, regardless of price.

5. It must have drama and impact . . . on consumers and, just as important, on dealers.

Obviously, this is a big order. We think it has been accomplished with a national advertising campaign that is totally unlike anything our competitors are running, or have run and which presents Motorola merchandise in a way that, pursued with continuity and patience, will inevitably build a greatly enlarged share of consumer acceptance for Motorola and hence a larger, firmer share of market.

I mentioned that we planned to pursue this course with continuity and patience. We certainly meant it with a 1961 campaign greatly increased over our 1960 expenditure. I might add that this 1960 expenditure was very competitive for our industry.

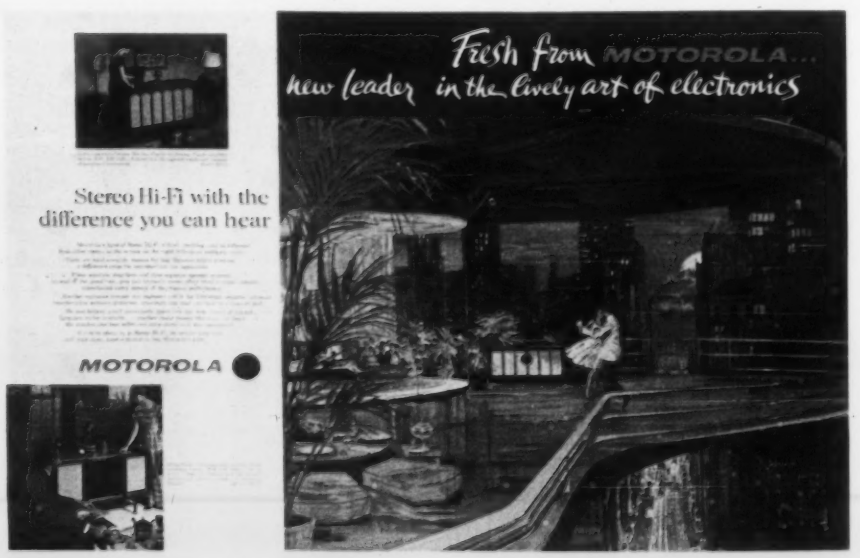
One of these dramatic spreads will appear almost every other week in two of the largest mass weeklies until the end of the year. In addition, three important monthlies catering to specialized audiences carry a full schedule.

And to cap it off, there's a consistent schedule of small space ads in two of the national news magazines, plus a regional publication that we will run in cooperation with the Drexel Furniture Co. But even more important, if this program proves as effective as we expect, we'll continue it two, three, even four years. And with this kind of dramatic new ad format, the same powerful kind of scheduling—we feel sure we'll build the kind of consumer acceptance we need to attain and hold sales leadership.

To date, the favorable reaction to this campaign has exceeded even our most optimistic expectations and only four insertions have appeared. We truly feel we have a real winner in this campaign.

This we feel is an example of designing a program to accomplish your own objectives, rather than "putting out fires" caused by competitive pressures. And . . . if this program is as successful as we feel it will be, it will still "put out the fires" over the long haul even though that is not its basic purpose.

Exclusive!
MOTOROLA TELEVISION AND STEREO HI-FI
in handsome cabinets of the Drexel Triune collection
MOTOROLA
new leader in the lively art of electronics



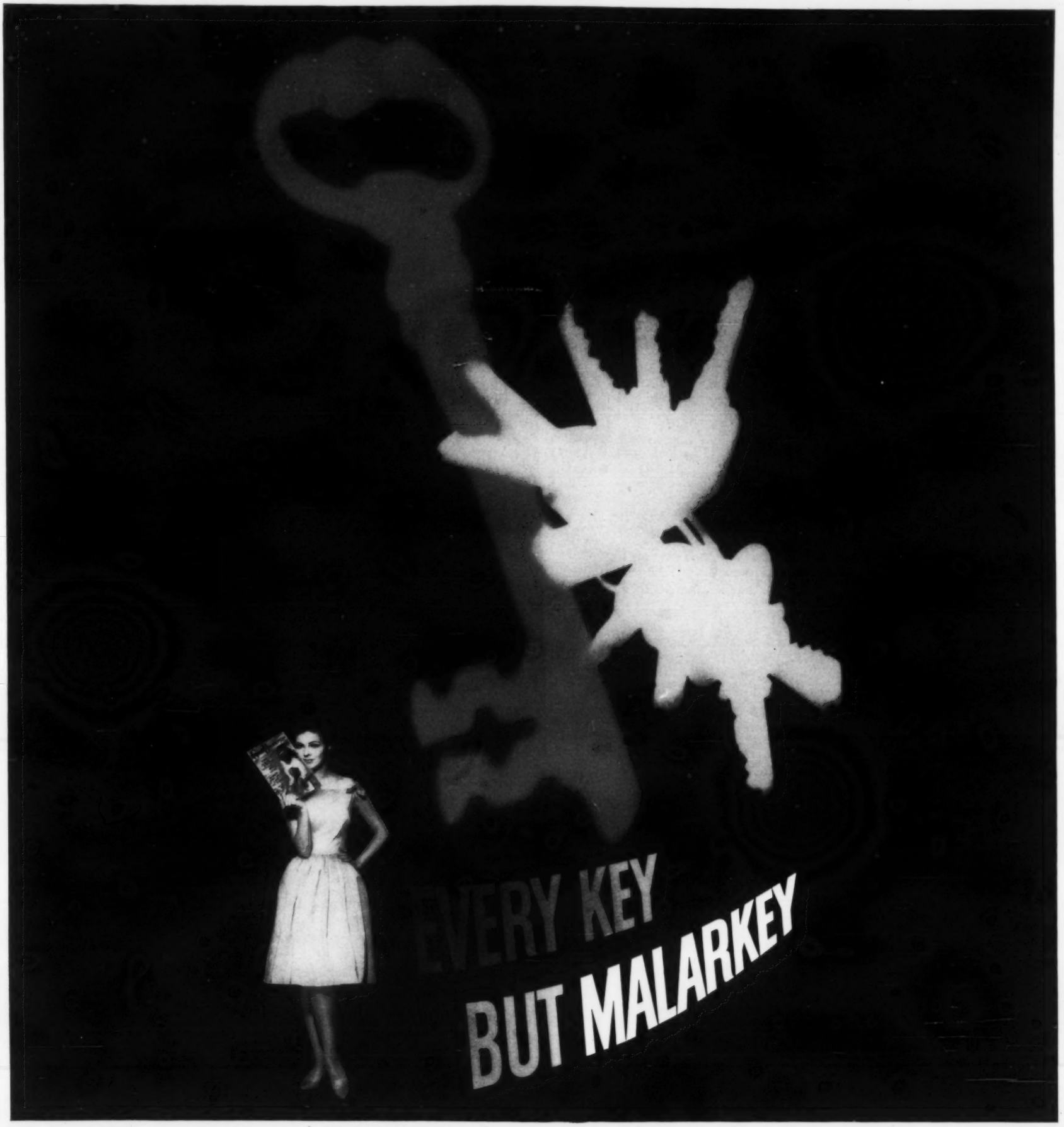
Shun Dealer Loaders, Promotion Allowances

Earlier I stated that we believed in spending advertising monies on the basis of creating consumer traffic—but the kind of traffic that gives the retailer an opportunity to sell at a profit.

Let me give you a specific example. This example concerns the sale of stereophonic high fidelity equipment—a relatively new item as electronic products go.

■ As you may know, stereo sales are more seasonal in nature than is tv, with the last four months of the year accounting for a great majority of all sales. A sharp dropoff usually occurs right after Christmas. To counter this dropoff, we wanted to develop a practical merchandising activity that would keep interest focused on stereo.

For some unaccountable reason, the general industry practice today is to cor-



If your market is women, your advertising dollar unlocks more buying power in Good Housekeeping —and that's a fact.*

In Good Housekeeping, each dollar opens more doors than it would in the biggest monthly, weekly and bi-weekly magazines—and that's on the record.*

Good Housekeeping is the lowest cost per thousand buy in any market category you'd be likely to pick, for instance, family income, retail sales concentrations, education, family size and age—you can look it up.*

And when you do, you'll find this key fits at all levels but clicks smoothest where wealth and education are highest.*

Good Housekeeping offers another open sesame, potent beyond all others: The magazine itself, the Institute, and the Good Housekeeping Consumers' Guaranty Seal open the mind and close the sale because... nothing persuades and sells like the truth.

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Good Housekeeping

Magazine and Institute/A Hearst Magazine

*First Nielsen Media Service report and latest announced rates. A Good Housekeeping management team is available to present these data to your organization.

rect such a situation in one of two ways. First is by creating what is termed a "dealer loader." However, these words "dealer loading" are used only in the manufacturer's conference room—never with the dealer. Outside the conference room they would piously deny that such a thought had ever crossed their minds, although they would admit that "you can't do business from an empty wagon."

What is a dealer loader? Well, the most frequently used one today is the "exotic trip" offer. In other words, the dealer buys X number of units and for this he gets an all expense paid trip.

Some of the recent trip offers have been to Europe, Israel, Hawaii, Panama, and, of course, the popular Caribbean resorts. Sometimes you fly—sometimes it's on a chartered luxury ocean liner.

■ Now on the surface this may seem like a fine deal—but there are always a few hookers.

First of all, most dealer loaders are based on getting the dealer to buy from just a little more than he normally should to quite a lot more. Extended credit is usually offered to make the bait a little more attractive.

Next, there are usually a few "dogs" in the purchase package that are "must buys" in order to qualify.

Last, a very modest trip budget will exceed a quarter of a million dollars—and a healthy one will exceed a million dollars. This money is now no longer available to help the dealers entice purchasers into the store.

Of course, to top it all off, the dealer and/or his top salesman are then pulled out of the business from one to two weeks. It's fun while they're gone, but they often come back to a problem—and it's a problem that the manufacturer now says is "your" problem—you own the merchandise, you move it.

And after finally unloading the merchandise—probably at a loss—the final cruel blow descends on our dealer. He gets a bill from the Internal Revenue Collector, who counts such trips, or a portion of them, as added income.

■ The second standard approach is the "promotion allowance." Here, in return for buying X number of units, the dealer gets a "promotion allowance" of X number of dollars per set. This money is supposedly to be used for advertising, display and other promotional activities.

Unfortunately, it too often ends up as a further discount on already depressed prices. Worse yet, these promotion allowances usually come out of the money originally earmarked for newspaper, tv, and radio advertising.

So, if the reduced price doesn't work, you're still stuck with the price so you can't get your allowance back and now you've got to come up with another sizable chunk of money in the hopes of moving inventory. And, in the meantime, nothing has been selling.

How Motorola Tackled Seasonal Sales Problem of Stereo

While this is standard industry practice, we can't agree that this is the kind of creative advertising and merchandising strategy that builds our economy. Maybe we're old fashioned, but here's how we approached this seasonal stereo sales problem.

As the industry's sales leader in stereo, we felt we had a dual obligation to our dealers. First, to increase their sales immediately, and second, to broaden the market for stereo. Since demonstration is the best way to accomplish both objectives we built our program around giving our dealers the opportunity to demonstrate stereo to large numbers of consumers. We felt the following steps were required:

1. We used an incentive to get consumers in . . . and the kind of incentive that would entice in even those not presently interested in stereo.

We came up with a dual incentive. First, the offer of a free consumer trip for two to Europe—and that's a consumer trip. This they could win by writing, in 25 words or less, the best answer to "I would like to have a Motorola Stereo Hi-Fi because."

2. We offered each consumer his choice of four "Around-the-World" gift items. These items were from $2.95 to $3.95 in value and recognizable as such. By listening to a demo, however, the consumer could buy them for just $1.

These gifts solved two other common problems. First, they cost us just $1 so the customers actually paid for the traffic builders in their entirety. Second, the gifts were shipped from four different foreign countries, adding the appeal of getting a package from a romantic spot and relieving us and the dealer of any inventory. The four gifts, incidentally, were selected for their proven pulling power from previous promotions in unrelated industries.

3. We informed the public of our offer. This took four approaches. One was naturally newspaper advertising on the local level. Next was a direct mail brochure which we mailed either to the dealer's own list or on an occupant basis in the areas he designated. Third, was a professionally installed window designating the store as Motorola headquarters, and fourth was a complete in-store package of easel cards, entry blanks, over the wire pennants, etc.

Then, because we expected a lot of people would come in only to enter the contest or get a bargain gift and with no interest in stereo, we developed a special five-minute demonstration record. This record was designed to show people the wide range of family enjoyment that a stereo could bring into their home. On it were excerpts from Broadway shows, classicals, religious readings, great books, historical events, etc.—in other words to show them what a broad range of recordings are available.

Naturally, it also covered the exclusive sales features of Motorola stereo and gave the retail salesman a chance to cover any additional sales points.

Then to get our distributors actively helping the dealers, we asked that each distributor salesman spend six consecutive Saturdays in a dealer store holding demonstrations. Each salesman was also required to hold at least two sales training meetings a week for six weeks. These could be with individual dealers or groups of dealers.

■ Last, we organized a contest for distributors based on the best retail activity staged during this promotion. First prize was an all purpose delivery truck, second was a $1,000 Motorola stereo console.

By almost any measure, we think this activity was a success. More than 4,000,000 consumers received a direct mail brochure showing our entire Motorola stereo line.

Over 500,000 of them came in for a demonstration. Can you imagine how many would have come in and how many dealer sales could have been made if the whole industry had used this approach instead of loading the dealer and letting him worry?

Best of all, we exceeded our sales quota for the period at a time when the rest of the industry was experiencing a sharp down turn. Many top dealers around the country have been highly complimentary of this program and are urging others to do likewise.

So again may we say we believe that every dollar should be aimed at getting in customers—not just at loading shelves. If you can get them in, there's no problem in the loading.

How Price Leaders Flounder

The third point in our philosophy is concentrating on the profitable items in the line—not just price leaders.

Everyone in business should be in business to return a profit on investment—and that's at all levels of distribution. Yet too few manufacturers today are practicing policies that will enable this to happen. As far as our industry is concerned, we know of nothing more damaging to profit potential than concentrating all your effort on the so called "price leader—step 'em up approach" so prevalent today.

This approach sounds good in theory but three things happen. First, very little "stepping up" is done and what is done is from the bottom up—and that's never very far.

Second, the next guy has to produce a hotter "price leader" and the margin squeeze starts. In the end, it's the retailer who gets hurt the most.

Third, and in the long run, most serious—not many new product innovations, new product benefits, or new product items result when an organization devotes its entire effort to "making 'em cheaper."

Now concentrating on the profitable items in your line has some disadvantages too. You can't do it unless your product truly has something to offer to the public.

You can exploit a sharp gimmick for a while, but it finally catches up. The only thing that pays off in the long run is true product benefits. This means you have to spend the time to find those benefits and then the way to explain them to the public. Believe me, it's a lot easier just to advertise the lowest price or the

The Creative Man's Corner . . .

Cliches Won't Sway

The lack of genuine communicative skill is perhaps nowhere so evident as in ads addressed to the deep emotional drives of people—such as their concern for their children. Consider this ad for Compton's Pictured Encyclopedia. It reads as if someone had taken a scissors and clipped from the ads of all time all the cliches ever written to sway loving parents. And yet, how the years and repeated use have drained these words and phrases of every last drop of human blood.

Does your child have only half a chance, asks the headline—overdramatically and without even mathematical conviction, for few modern parents believe chances can be cut that neatly and assuredly.

And why must printed copy start with the affirmation *yes*? "Yes, unless your child has—right at home *at his finger-tips*—the reference material *he so urgently needs* today, this lack can *cast a shadow* over his ability *to face successfully* the *complex world* that will soon *confront him*." The italics are ours. The cliches they identify are Compton's.

The copy goes on to talk of "firm roots . . . to mold his career . . . in the great adventure of life . . . toward greater achievement . . . in his world of tomorrow." How tired. How lacking in sincerity. How pathetic. How ineffective. #

Isaiah Thomas Press

THIS IS WORCESTER.....

History making city and... 2nd largest market in Massachusetts

Isaiah Thomas learned how to print on this press at the age of six. Twenty years later, in 1775, he smuggled it out of British-held Boston to set up shop in Worcester. Soon after, he printed the first account of the Battle of Concord and Lexington, a copy of which was rushed to George III, ahead of the official British Army report.

Actually Thomas created this nation's first major publishing enterprise. He was the publisher of the SPY, Worcester's first newspaper — one of the most outspoken voices for the unification of the colonies. From his press came the first American novel, medical and musical volumes, spellers, primers, almanacs, ballads, and Bibles.

His devotion to the whole history of printing in America, led him to found the American Antiquarian Society, (Ad. Age, Nov. 7, 1960 Page 9), which has carefully preserved his press.

Isaiah Thomas was Worcester's first great citizen, first postmaster, first bank president, first honorary judge in its first courthouse which he helped to build, on land he donated. His "distinquished community service" is perpetuated in the annual Isaiah Thomas Award, given by the Worcester Advertising Club to the man best exemplifying Isaiah Thomas' community spirit. To that man goes a miniature of the Thomas press.

This kind of leadership is strongly reflected in Metropolitan Worcester County's position as one of the nation's "Top 50" Markets — 47th in spendable income, 49th in population, 2nd in Massachusetts, an important Billion Dollar County,* and an All-America City.†

**Source: Sales Management*
†Award by the National Municipal League and Look Magazine.

Worcester stands for big business, yours included

CIRCULATION: DAILY 151,465 — SUNDAY 102,352

The Moloney, Regan & Schmitt representative knows Worcester.

WORCESTER TELEGRAM | The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations WTAG and WTAG-FM

WORCESTER, MASSACHUSETTS

biggest saving.

But again we believe that advertising plays its true role in building the economy when it finds and explains the benefits in such a way as to obsolete sets or to create new demands. Here's one way we attempt to do this:

'Impact' Program Has Time Limits

Three times a year, we conduct local retail activities that we call, "Impact." We use the name, Impact, because we try to co-ordinate all the various phases of the program in such a way as to create the maximum amount of impact on the consumer in a given period of time. This program has four main elements: Local newspapers, 24-sheet posters, professionally installed windows, and in-store displays.

Over 200 U.S. markets have been designated as Impact markets and all of these elements are used in these cities. Newspaper ads feature three or four models usually in the middle and upper price range, although a few will contain a small cut of a price leader.

Our selling emphasis is on reliability and our exclusive one-year warranty, as compared to 90 days on other makes. We also play up the features that make this reliability possible.

■ Now, these ads must be run "as is." We permit no changes in copy or layout. The ads appear three times a week for three weeks and the number of newspapers in which they appear depends on the size of the market. For example, cities up to 250,000 use one paper and it goes on up to cities over a million which use four papers.

At the same time the newspaper ads are appearing, we schedule 100 showings of 24-sheet posters in each market. These feature a high-end model and the same general reliability theme.

Then we have professional window trimmers install a full line window with plenty of feature copy using factory prepared material. Nearly 5,000 such windows are installed nationally during a typical impact campaign. And in-store, point-of-sale material is prepared on the same general theme and put up by our distributor salesmen.

We believe this kind of co-ordination and support is a reason for dealers to devote a major share of their selling effort to Motorola during the period of the campaign. Dealers apparently think so, too, because this is our third year on the approach with their support and it has contributed greatly to Motorola's increased sales in that time.

And, incidentally, you might be interested to know that while Impact newspaper ads are factory prepared and, in a sense, are key city type ads, we have them run over individual dealer's names instead of the more common national rate approach usually associated with such ads.

The net effect is that we are able to run almost two and a half times as much linage compared to using national rate type ads.

Motorola Amateur Art Program Helps Create Customers

And, now I would like to show you a program that accomplishes all three of the merchandising philosophies we try to achieve at Motorola. This one is a perfect example of the fact that a ten strike campaign doesn't have to be expensive.

It's the Motorola Amateur Art Program.

We started this program as a test in the fall of 1959 and staged amateur art shows in five cities. In 1960 we staged shows in 20 cities and added a national award showing in Chicago. This year, 34 such shows will be held.

Here's how the program works. We have engaged a separate promotion agency for this activity. Working with our distributors who select the best dealer available, this agency contacts the various art clubs in the vicinity and gets them to enlist artists to exhibit their paintings at the Motorola dealer's showroom. The agency is completely prepared to present the program, too. The agency handles all details of mailing entry blanks, obtaining publicity, selecting judges, getting the paintings hung, etc. . . . and the results are phenomenal.

■ You should just look at the crowds that gather, if you don't think there's interest in art. Every artist yearns to exhibit his work, and believe me, he gets every neighbor, friend, and relative he has out to see his painting.

As many as 9,100 people have turned out to one location and these crowds see a complete display of all Motorola products. In addition to the crowds at the showing, this activity gets the kind of publicity it's almost impossible to get: Newspaper articles with pictures, even on the front page, free tv interviews, free radio time, even mentions by the best read columnists. Prominent city officials usually make the awards and this gets good coverage.

It reaps lasting benefits, too. In Sioux Falls, S. D., where 2,100 people attended, the Chamber of Commerce declared an Art Appreciation Week and 65 Sioux Falls merchants put in windows featuring paintings from our show. The enthusiasm for this activity is contagious. How much is a window like this worth? While it's hard to put a value on a window, I think you'll agree that this is one in which anyone would be proud to have their merchandise displayed. Each time a local show is held, three winning paintings are selected. In late June of this year, all the winners were shipped to Chicago for national judging.

In last year's exhibit in Chicago's Prudential Building, more than 50,000 people viewed the exhibit and we expect an even bigger crowd this year. We might add that you would be amazed at the tremendous quality of the art exhibited. From these paintings, six grand prize paintings are selected. These are used on our Motorola art calendar.

■ Next year we hope to stage 100 of these shows—one in every distributor's home city across the country. We think this activity has a chance of attaining the same kind of fame nationally as Pillsbury's "Bake Off."

For example, the winning paintings from our 1961 exhibition in Chicago will be exhibited at the United Nations Building in New York, then at the famous Lever Bros. building in the same city. Literally hundreds of thousands of people will see them . . . and the name Motorola.

The cost? Well, it's phenomenally low. As I said, the artists themselves do most of the traffic building work. We usually run only one small space ad on the show. Because art is the public interest, the publicity is also free. The dealer's showroom is the site, so there's no rental and since the artists themselves hang and remove their pictures, there's no set-up charge.

Most dealers do offer three prizes and free refreshments—and that's about the only cost. Can you think of a better, less costly way to create traffic, build prestige and good will, and, best of all, sell merchandise?

■ Perhaps it's an old fashioned approach, but we think it sure beats "was 300—now 200—save 100," which seems to be the general industry approach. One thing we know for sure, the majority of people who attend art shows buy upper end sets and they want performance first and price second.

It just seems to us that this is the way merchandising people should aim their efforts—at the kind of activities that, if they work, pay off in extra profits now plus the extra dividend of a continued chance to sell at a profit later.

Turkey Commands Attention

And now a little homely philosophy. At Motorola, we feel that it takes three major factors to make our philosophies work.

• The first is—*know your problem.* It's pretty difficult to develop a satisfactory program when you don't have all the facts. And sometimes you have to dig below the surface.

• *The second factor is attention.* Many promotion campaigns wouldn't even be necessary if proper attention was placed on sales movement all across the line all the time.

Every Thanksgiving we always bring out a modest little promotion offering a free turkey with the purchase of a Motorola tv. This offer is limited to one model and we always select the slowest mover in the line for the previous 30 days.

Now, this offer is worth about $5. I doubt that there's a store in the country which, if you offered $5 less than list on a set for immediate delivery, would decline to make a deal. So our turkey is no great value offer.

It only accomplishes one thing—it focuses attention on that model. And every year now for almost five years, that model has jumped from last place in movement to the top three. Take off the turkey and back it goes. Yet nothing in the product or its appeal changes—only the attention.

• *Third, and most important, is attitude.* You can have the greatest products in the business, the finest in policies, but if you don't fully understand them or believe in them, then you can never develop the kind of programs that will take maximum advantage of what you really have to offer. And you can't "half way" believe in a policy or a product. You have to believe with all your heart.

Distributors Have Big Stake

But then perhaps we're just old fashioned in our beliefs. Now I would be remiss if I did not acknowledge another major factor in Motorola's rapid rate of growth, and here again I suppose we'll be pegged as out of step. Because we believe in independent distribution. We sell our products to 94 independent distribution business men. . . . Our only branch operation is in the Chicago area, and that's only because there is no independent capable of handling the line.

And we sell only through these outlets. We make no sales to special groups that bypass our distributors, and we can

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Learning from the Retail Ads . . .

The 'Small Boy in a Man's Job' Ad

By Clyde Bedell

Nice part-of-an-ad, this. Art is interesting, the subject perhaps a little surprising? This many kinds of rockers?!

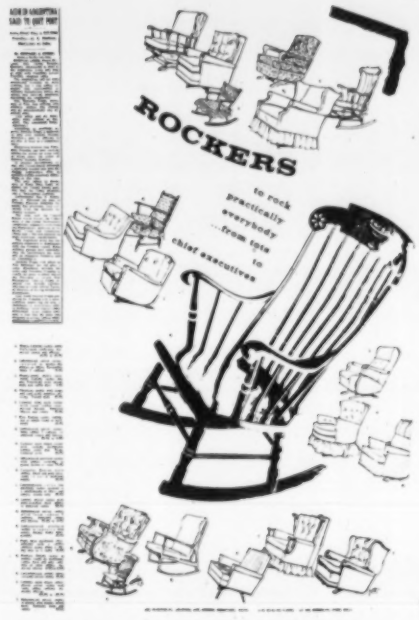
But the big store's copy department was on vacation this day.

Or maybe the store didn't want to take advantage of the newspaper? If you can fill an ad with art, why put copy in and sell a lot more? Better let the newspaper save a few bucks on that expensive composition. And save work for the store's sales staff!

Besides, if people are already sold on rockers, *they'll* get the point. Why talk to people about the gentle art of relaxation in a rocking chair? It was General Somervell, I believe, who at the end of the war, after working some 12 to 18 hours a day for many months, was asked what he was going to do *now*. "I own a little house down South," he is said to have replied. "It has a porch. On the porch is a rocking chair. I'm going to sit in that chair for three months, and *then*—then I'm going to start to rock, slowly."

■ In an ad like this, a good writer could ask if one of the things wrong with our American society is the absence of old-fashioned rocking chairs. A good writer could talk of gentle effortless exercise—of rockers that yield a pleasant surprise to guests, for they don't look like rockers. Of lullabies and rock-a-byes, and of perfection improved upon! Every virtue of any chair—plus rocking! Rocking helps one meditate. Tension and rocking chairs are enemies. One can't rock and be angry. Who can imagine the riot act delivered from a rocker? And it costs so little to go so far—rocking. Who can say what a doctor might suggest (at that, Mr. Kennedy's doctor recommends rocking and there's one in John F. Kennedy's office), but a good writer might say, "Rocking's good for the disposition; it massages the feelings and soothes the ego. It palpitates and softens the mood and relieves fatty degeneration of the crowded day."

■ I like to point out to advertisers that ads pay off, not in ratio to the money they spend for space, but in ratio to the time they can get the right readers to spend on the ads.



Say "rocking chair" to a woman, and a momentary impulse or interest may erupt—pass in a flash. If, however, while the impulse or interest is alive, you can start her reading some interesting, friendly copy—you can fan the moment's spark into a flame—and maybe whet her desire, and coddle her imagination, and get her to yearn a little, and to act.

Anyone who says an ad like this will do as well without a block of excellent general copy on rockers as it will do *with* such copy, doesn't understand advertising that sells, and is unfamiliar with what copy research proves over and over again.

This ad, compared with what it might have been, is just a small boy sent out to do a man's job.

P. S. Look again at the ad. In full page size, many a person looks at this ad and doesn't know that there is item copy in the lower left column. Reduced here, the eye encompasses the entire space more readily and this item copy is easier to see. To many newspaper readers, the ad lacked not only interesting general copy, but it even lacked descriptive, identifying copy, and prices. #

guarantee you that this is a departure from normal practices.

We do this for a very simple reason. We believe these business men with a sizable amount of their own money invested have a much greater reason [than anyone else] for practicing the kind of sound sales and merchandising policies we advocate. After all, they have more than a job to lose if they don't build for the future. And we think building for the future is the only way to secure leadership. Contributing to such building, in our opinion, is advertising's major role. #

What They're (Really) Saying . . .

By W. H. Everett

"Come now, Miss Bedloe. Will it be research or traffic?"

Agencies Ask Us . . .

Four Basic Principles of Copy Testing

By Kenneth Groesbeck
Advertising Agency Consultant

"Give us, if you will," writes the head of an Illinois agency, "the main things we ought to bear in mind in pre-testing advertising before use on a large scale. Do you think you can test television commercials in advance with any degree of accuracy? We know you have always been a strong adherent of the policy of testing whenever possible, but you haven't been saying much about it lately, have you? Thanks in advance."

Kenneth Groesbeck

Answering the last part of this question first, yes, I am still strong for copy testing (the usual term used for all types of advance experimentation with appeals and methods of promotion, before we jump overboard with them). Indeed, promotion being the long-range thing it is, with results far off in the future, and sales being made or unmade by so many factors, I cannot imagine any good advertising man or woman failing to advance-test whenever this is possible, hunting for certainties and facts whenever these are obtainable, and satisfied to get even indications in the many cases where only these are possible.

■ I think there would be a lot more copy testing done, were it not for the misunderstanding these words indicate. We too often think tests always will give us facts, when these are actually not obtainable. The definite answers not being forthcoming, we throw out the baby with the bath water. In a word, we expect the method to do the impossible, instead of being thankful for any indications of the right road it may give us. Any scientist is familiar with this common error.

Principle No. 1, then, must necessarily be: "Don't expect the impossible."

Principle No. 2 in importance would be, I suppose, "Try to test only one thing at a time."

In which connection it is most interesting to hear the distinguished president of the American Telephone and Telegraph Co. saying in a commencement address June 9, as reported in *The New York Times*, "What is measurable and scientific is everlastingly snarled up with the unmeasurable and human."

■ It is surprising how often this rule is broken. Where more than one factor is at work (such as headline and body copy, or headline and picture), it is impossible to segregate one from the other, and say which is doing the job. Thus, when testing the comparative effectiveness of two advertisements, in split runs, let us say, let them be exactly alike in all respects except one. Change *only* the heading, or *only* the body copy, or *only* the picture.

This maintenance of uniformity in all but one respect holds good also so far as time of insertion is concerned, and size of space. Don't compare advertisements run in July and January, where seasonable factors may be operating. (And they are often powerful in ways you may easily overlook.) Never, by the same token, try to compare advertisements of differing sizes. It won't work to cut results in two, from an advertisement twice the size of another. It doesn't work that way at all.

Principle No. 3 of copy testing must be in the form of a warning—Beware of "laboratory" tests. These fool many of us. They are easy, tempting, and usually deceptive.

Laboratory tests include all opinion tests, such as when you ask, "Which of these advertisements do you like best?" whether the question is asked of an office associate or a nationwide consumer jury. To a lesser degree, the laboratory method falls down when we use coupons and costs per inquiry to indicate the comparative power of various advertisements. Doing this indicates that we are foggy in our thinking as to what we are trying to find out. If you want to know how many women will send for a free cookbook, that's one thing. But it proves nothing about how many women will buy your product off the shelves responding to this particular selling slant.

■ This warning is another way of saying that we must be sure our test, whatever it is, *closely approximates actual selling conditions*. This, you know, is a tough job.

Finally, principle No. 4 should be that it is often practicable and economically desirable to test small first. Especially as we adhere to our rule of testing only one factor at a time, we need to seek small space rather than large for our comparisons. We have to be careful here, however, that our small space insertions do not become invalid because eventually we shall be using larger space. This, of course, is a matter of judgment and horse sense.

As I read over all this, I am again aware that I am trying to cover a large and complicated subject in a few generalities. However, copy testing is the subject of much careful analysis in many works on advertising, to which I must refer you.

■ And now, the other part of the question: Can one test tv commercials in advance?

It is extremely doubtful. Elaborate theater showings of projected commercials to audiences of women, for example, are often conducted with the idea of finding out what is liked and what is disliked. Some indications may be the result. Again, however, how close is this test to the actual buying reaction of the women involved? Will they behave in the supermarket as they do in your theater? Alas! One greatly fears the many other factors present in the actual purchase, understandably completely absent from the test. #

On the Merchandising Front . . .

More About Those New-Product 'Failures'

By E. B. Weiss

During the past several years, in two or three columns, I have made these points regarding the presumably high mortality rate of new products:

1. Comparatively few so-called "new" products are really *new*. The majority are merely new sizes, new counts, new colors, new packages, new price lines. The assumption always is that a "new" product involves an item never before on the market. In only a minor percentage of so-called new-product introductions is the item really new in the sense of that definition.

E. B. Weiss

2. The commonly accepted figure which states that "80% of new products fail" is a total phony when applied to items that are *really new*.

3. And of those truly new products that fail, or do not live up to expectations, a certain percentage could have scored a ten-strike if the marketing program had been more astutely planned. Among the new-product "failures" of some large advertisers are some remarkable sleepers.

In this last connection, I understand that Du Pont's hugely successful Lycra fibre is very much a case in point. The history of this new product, briefly, sums up this way:

First—it was introduced by Du Pont in 1958 as Fiber K. Du Pont was convinced it would compare in importance with nylon, orlon, etc.

Second—it laid an egg. It was a "new product failure."

Third—about two years later, it was re-introduced as Lycra.

Four—a year after its re-introduction, Du Pont was compelled to call a press conference to tell textile customers and retailers that it could not supply all of the Lycra demanded and that Lycra would continue in short supply until mid-1962.

The fibre was essentially the same; technical changes were not sufficiently profound to account for the remarkable turnabout. Du Pont believes that failure was turned into success in this instance by a more competent marketing program —plus a better name.

■ This Lycra case history may be oversimplified. But, I believe the basic facts involved in this example underscore my premise that, if it were true that 80% of truly new products "fail" (as indicated by being taken off the market) the failure may be more often a *marketing* failure than a *product* failure.

With regard to the new-product morgues of some manufacturers, I think the following situation exists:

1. The morgue includes potentially profitable new items.

2. The morgue includes items that were withdrawn from the market too soon. If the early autos, the early electric bulb, the early telephone and the early farm harvester had been withdrawn from the market and put into a morgue after their initial failures, our civilization would be remarkably different today.

3. The morgue includes items that were given too "soft" a market introduction. There was too little evidence of the fierce burning determination to put the new product over that typified the market introduction of the very products on which these businesses were founded. Maybe this is the difference between new products introduced by the inventors and not-too-well-heeled financial backers on the one hand, and new products marketed by paid managers on the other.

4. Too much is expected too soon of

some new products. Maybe this is due to the amazing outpourings of science—new items are crowding one another. Maybe it is due to the paid manager factor. Maybe it is due to a combination of those two factors plus others. But business history tells us that a high percentage of our fundamental industries of today were created slowly, with enormous travail, with many lean years. Perhaps too many new products today must show dramatic results in six months or a year—or else.

5. Maybe in our large corporations there is too much of a tendency to play it safe. New product introductions are risky. Really seeing them through involves substantial risk. Do we have enough line executives, as well as management executives, willing to take the gamble?

6. Perhaps the very power of our large corporations plays a negative role at times in new product introduction. Usually, when a giant corporation introduces a new product, the new item benefits enormously from the corporate image, the corporate strength, the established brands of the corporation, its marketing structure, its selling structure. With that kind of backing, new products usually get off to a fast start—a fast start that may have little to do with the merits of the new product (and which, in turn, may account for the number of new items which, although successful, are still poor products). Under this setup, a new product that doesn't get off to a fast start tends to get a fast one-way passport to the corporation morgue.

7. In some of our large organizations, there is a substantial degree of what was once called "Washington bureaucracy." F.D.R. was fond of remarking that he could usually get the action he wanted from federal agencies—with the exception of the Navy. He compared getting action from the Navy (when the Navy was otherwise minded) to punching a pillow—you punch it in one spot and it pops up in another spot. Similarly, in some corporations, inter-departmental rivalry and jealousies—internal politicking in other words—has probably stabbed more than one new product in a vital part of its back.

■ All of which suggests that the founders of some of our present-day giant corporations, were they reincarnated in the same dynamic form of their original being, could walk into the new-product morgues of the very businesses they created, and walk out with not one, but several new-product failures that they would then proceed to build into substantial businesses.

What I am saying is that many of our so-called new-product failures may not be *new* product failures at all. Perhaps in more instances than otherwise, they are human failures, corporate politics failures, corporate red tape failures, corporate policy failures. And I am also saying that even including all of these causes of new-product failures, the failure rate of truly new products does not even begin to approach that commonly used figure of 80%. #

The Peeled Eye Department . . .

Roman Model Plays Hide-and-Seek, But Who's It?

By Dick Neff

Shows How to Out-Maneuver Men

"For career women who compete with men . . . but still have dainties to wash . . ." reads the ad shown here featuring the lady in the dainty under- (or maybe we should call 'em over-) things. "Philco Duomatic takes only *two minutes* of your time to wash *and* dry the works."

Dick Neff

Says our talent scout, J.S.: "*Any* method of washing could take care of this babe's outfit in two minutes!"

But what really intrigues us is the caption: "Diana the Huntress, first of the big-time career women. Goddess of energetic females, Diana was a first-class shot; could out-run (and out-maneuver) any man alive."

In that getup, that would take some maneuvering. Unless, of course, Diana was doing the chasing. C'mon, Philco—give us the scoop—who's chasing whom?

for CAREER WOMEN
who
compete
with MEN...
...but still have dainties to wash...
Philco Duomatic takes only 2 minutes of your time to wash and dry the works
We have 7 different Philco-Bendix Duomatic models to choose from—Gas and Electric!
FROST

You Hit the High Keys— and I'll Hit the Low Keys

At a recent meeting of the New York Advertising Writers Club—beg pardon, Advertising Writers Assn. of New York—Bill Suitt, president, mentioned the difficulty of finding out who wrote some of the ads submitted for the club's copy awards this spring.

Seems one or two of the agencies stated that their advertisements were not turned out by individual writers but by groups.

"Must make quite a crowd on the typewriter," said Bill.

Dishpan Philosopher

Here's a nice little bit of pots and pans dialog between two gals on "Love That Bob," Bob Cummings' tv show, as reported by our most faithful tv monitor, N.N.:

"Didn't you ever hear the expression—'the way to a man's heart is through his stomach'?" asked the gal wrestling with the victuals.

"Yeah, well I've got a new one for you," said the other. "You can't fight 'My Sin' with chicken fat."

Whassamarra You—No Spik English?

"The lead sentence of the attached news release is without a doubt the most perplexing I've seen in this or in many another year past," writes Paul Eisenberg, managing editor of *Industrial Distributor News.*

The release he enclosed was from the Office of Technical Services of the Business and Defense Services Administration, U.S. Department of Commerce, and the lead sentence reads:

"The extent of utilization of an imitative response is a positive function of its instrumental value and the amount of reward obtained."

So what's so perplexing about that? We read stuff like that in the advertising business every day, son.

Wall Signs, etc. Dept.

Sign in the rear window of a little Renault: "Don't squash me—I eat insects."

Overheard in the Conference Room:

"I think with that approach we'd be skating in touchy water."

Salting It Away?

"A federal grand jury indicted four . . . salt companies Wednesday on charges of fixing prices . . ." read a recent United Press International dispatch. "The indictment named Morton . . . International . . . Diamond Crystal . . . and Carey . . . The complaint said the four firms have 75% of the rock salt market . . . Total sales amounted to $25,000,000 in 1960."

Boy. Can they sell salt! #

Salesense in Advertising . . .

A Novelty in Car Advertising

By James D. Woolf
Advertising Consultant

A reader of this column sends me the Ford advertisement shown here and asks me what I think of it.

I think it is great.

It is a splendid example of reason-why copy. It appeals to the reader's common sense and not to his emotions.

James D. Woolf

Most car advertising today—with few exceptions—consists of pretty pictures, but talks very little about mechanical performance.

I do not believe, generally speaking, that cars are bought on the basis of looks alone. Looks count, but so does performance. Is it a well-made car from an engineering standpoint? Will it stand up and be comparatively trouble-free? Is it the best value the buyer can get for his money? Is it a good car and, if so, why? Will it squeak and rattle after a few hundred miles?

Read this fine piece of reason-why competitive copy:

"Doors in the Ford Family of Fine Cars are unique. Reinforced with steel beams, they are more rigid and close tighter and quieter. It also means they keep their shape longer, reducing the likelihood of developing squeaks and rattles.

* * *

"Compare door latches. Ours are bigger and heavier than door latches in other cars. They hold tighter, reducing the danger of doors springing open under impact. Statistics show passengers who remain inside the car in an accident are twice as safe. Rubber body mounts are used to seal out road and engine noises. They prevent it from being transmitted into the car. The more rubber mounts there are, the more effective the sound barrier becomes. With up to 50% more insulating body mounts in our cars, you get a remarkably quiet ride.

* * *

"Also adding to the silence of the ride in our cars is extra sound insulation. In the Ford Family of Fine Cars there is up to 57% more area covered with sound absorption material.

* * *

"Millions of car frames are shaped like an 'X.' Weak in the middle, they lack the strength of strong side rails. Guard rail frames in the Ford and Mercury curve out. They are strong in the middle. Guard rails also protect passengers in the unitized bodies used in Falcon, Thunderbird, Comet and Lincoln Continental.

* * *

"These are five of the many reasons we think you will find (upon comparing our cars with other cars) that Ford Motor Company builds better bodies."

That is real salesmanship-in-print, something that is lacking in so much of today's advertising. #

Which doors are stronger?
ours
all others
Only in the 1961 Ford Family of Fine Cars are doors reinforced with steel beams
Ford Motor Company builds better bodies
Ford
FORD · FALCON · THUNDERBIRD · COMET · MERCURY · LINCOLN CONTINENTAL

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

HAPPY ISLAND—*Hilo Electric Light Co. has launched a year-long drive in the Honolulu Star-Bulletin, to attract new industry to the island of Hawaii, the biggest in the Hawaiian chain. The ads will stress desirable sites and the island's recovery from last year's tidal wave. Len Carey Inc. is the agency.*

Miss Teen Age Contest Is Launched by Radio Stations

DALLAS, July 26—Radio stations are on the lookout once again for Miss Teen Age America.

So far 62 stations have signed for the promotion, which winds up with the crowning of some lucky teen age lass at the Texas State Fair Coliseum here Oct. 19. She'll get a $6,000 scholarship to the college of her choice, several wardrobes, plus other prizes—and her folks will get an all-expenses-paid two weeks' vacation anywhere in the world.

The teen age ballyhoo, lasting three months, starts in 150 cities and towns across the U.S., where a radio station in each area will work with chambers of commerce, merchants and others to pick a Miss Teen Age Hometown.

■ As a result, 150 winners—all chaperoned—will be flown to Dallas for a four-day competitive finale. Poise, personality, talent and scholastic ability rank uppermost in the judging. "This is not just another bathing beauty contest." The point was made by Scott J. Reynolds, director of Teen America Associates Inc., the sponsor.

He said that by contest's end "there will be a radio station within hearing of every teen ager in America—all 18,000,000." The national pageant also will be televised coast-to-coast, he added. #

23 Denver Car Dealers Join Emblem of Truth Program

A group of 23 Denver automobile dealers has subscribed to the Denver Better Business Bureau's controversial emblem-of-truth program. Dan Bell, manager of the DBBB, said that the dealers will continue to use the original "truth emblem," which was developed by the DBBB and has been criticized by the Assn. of Better Business Bureaus and other groups (AA, March 20). The auto dealers are the first group to participate in the program.

Following strong criticism of its emblem-of-truth program, the DBBB dropped a flat $180 fee which it was charging retail merchants to participate (AA, May 29). The DBBB has been threatened with suspension by the national association; action on this issue will be taken in October.

Jeppson Organizes Nationwide Publishing Holding Company

Lawrence S. Jeppson, of Lawrence Jeppson Associates Public Relations, Washington, is organizing a nationwide publishing holding company with Wall St. financial support. Tentatively planned to be called International Publishing Corp., the new company currently is negotiating the merger of a number of unnamed specialized trade and professional periodicals. Funds will be supplied by an unnamed New York investing company in exchange for preferred stock, either convertible or with warrants.

Koushouris Joins VHF Inc.

John Louis Koushouris, formerly director of marketing of CBS Laboratories, has been appointed a principal and vp in charge of operations of VHF Inc., a company recently formed for the production of tv shows and commercials, industrial programs, and closed circuit telecasts.

San Francisco Chronicle
LARGEST DAILY
CIRCULATION
IN
NORTHERN CALIFORNIA

SURE

The Free Press
SELLS
WOMEN'S
WEAR

Women In The Detroit Area Find
More Clothing Buys In The Free Press!

Last year the Free Press carried 53% of all women's clothing store linage . . . and in the first five months of 1961 full run linage for this classification moved up to 54% of the field!

More Women Readers Than Ever!

Free Press circulation now up over a year ago, with an increase of 90,000 Daily—100,000 Sundays.

Present total circulation, 622,242 Sundays, 573,273 Daily. This is the BIGGEST circulation gain made IN A SINGLE YEAR by any morning newspaper in the past decade!

There's More For Women In The Free Press!

Women love such exclusive Free Press features as Kay Savage's "Tower Kitchen Food Guide", "Beauty Aids", "Shopping Tips", and authoritative Fashion Writer Laurena Pringle's "What's Proper in Detroit". Women also admire nationally known Lilian Jackson Braun's decorating features.

Right Atmosphere For Advertised Goods!

The editorial excellence of Free Press Women's Pages provides the best atmosphere for Women's Wear . . . stimulates readers, makes them more attentive and receptive.

HERE'S HOW
THE
FREE PRESS
SELLS WOMEN'S WEAR!

THE DETROIT FREE PRESS IS SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

UBIQUITOUS Is a Word for the Man from BURGOYNE

Webster defines *ubiquitous* as "seeming to be everywhere at once", but to us it more simply describes a recent, and typical, weekful of activity of the Burgoyne Index organization.

* * *

At White Sulphur Springs, John Burgoyne was attending the GMA sessions. *In Roanoke*, Ben Schapker was doing preliminary work for our 1961 Super Market Survey. *In New York*, Bill Masterson and "Duby" DuBois were presenting a completed five-city study to a client, while Jim Moler was *in Minneapolis* helping another client select cities and stores for an upcoming product sales test. Meantime, Henry Campbell *in Houston*—and Jay Lemmel *in Denver*, were directing field operations for the initiation of a set of separate sales tests. And here *in Cincinnati*, 29 individuals, from "chiefs to indians", were hard at work processing studies for our blue-chip list of clients.

* * *

Now the reason we're telling you this is only to emphasize the fact that Burgoyne Index is an "on the move" organization. In this business, many clients need a study started "right away"... and finished with equal speed. And so—many of our clients have discovered that "The Man from Burgoyne" is ready, willing and able to give the extra effort needed to get the job done right!

* * *

If this is the kind of effort you expect, give a call for "The Man from Burgoyne". He'll be happy to show you the features that make Burgoyne Retail Sales Studies outstanding in the field of product sales testing.

* * *

We will be happy to send you our latest test city list, showing the markets in which we are permanently set up for Burgoyne Retail Sales Studies. Write today!

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG. CINCINNATI 2, OHIO
CHICAGO OFFICE: Harrison Bldg. PHILADELPHIA OFFICE: 123 South 15

Coming Conventions

(Listed Alphabetically)

•Indicates first listing in this column.

Advertising Age Creative Workshop, fourth annual session, Palmer House, Chicago, Aug. 1-4.

Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa, Sept. 21-23.

Advertising Research Foundation, seventh annual conference, Hotel Commodore, New York, Oct. 3.

Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago, Sept. 11-17.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

•Illinois Daily Newspaper Markets, annual sales clinic, St. Nicholas Hotel, Springfield, Sept. 9-10.

Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago, Oct. 15-17.

International Advertising Assn., fourth international conference, Madrid, Sept. 20-22.

Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines, Sept. 8-10.

Junior Panel Outdoor Advertising Assn. 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York, Sept. 18-19.

•National Assn. of Broadcasters, regional conferences: Jefferson Hotel, St. Louis, Oct. 13; Sheraton-Dallas Hotel, Dallas, Oct. 16; Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

•National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D.C.

National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago, Oct. 28-31.

National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

National Federation of Advertising Agencies, central states group, Lake Tower Motel, Chicago, Sept. 28-Oct. 1; eastern states group, Statler-Hilton Hotel, Washington, Oct. 7-8.

Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N.C., Aug. 18-19.

Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, Sept. 30-Oct. 1.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

Mutual Benefit in Radio Drive

Mutual Benefit Life Insurance Co., Newark, began weekly sponsorship of four five-minute business and general news analysis programs on WPAT, Paterson, N. J., July 23. The Sunday series is compiled and edited by *Business Week*. This is Mutual Benefit's first use of radio, and it may be the start of a multi-city campaign. Donahue & Coe is the agency.

de Garmo Affiliates with Gnomi

de Garmo Inc., New York agency, has announced an affiliation with Gnomi Advertising Agency, Athens, Greece.

NEW PRESIDENT—*Joseph D. Ardleigh (left), Research Institute of America, new president of the Sales Executives Club of New York, presents the retiring president, Philip J. Kelly, J. M. Hickerson Inc., with a silver gavel. Other new officers are John T. Collins, New York Automatic Canteen Corp., 1st vp; Herman W. Leitzow, Schering Corp., 2nd vp; J. Porter Henry Jr., Porter Henry & Co., secretary; and James J. Breen, National Cash Register Co., treasurer.*

Avery-Knodel Leases One-Way Phones as Service, Sales Booster

NEW YORK, July 25—Avery-Knodel has moved to make spot radio and tv buying easier.

The radio-tv station representative has leased telephone lines on a 24-hour basis to most stations on its list. The service will give it a one-way, non-reversible line for dial calls to most cities outside the West and Southwest, where such service is not yet available.

If a request for availabilities in a specific market comes in, Avery-Knodel can pick up the phone and get fast confirmation. This will be more satisfactory than the current teletype communication setup, according to Thomas J. White, Avery-Knodel vp.

■ Mr. White said speed and efficiency have become more important with the increase in package rate plans and short-term, in-and-out campaigns.

The new phone service will cost Avery-Knodel $1,700 a month. It may or may not save money on the routine of handling spot placement, but Avery-Knodel expects it to be a sales booster. The company represents approximately 40 radio and 30 tv stations. #

Avery-Knodel Adds Stations

Avery-Knodel has been named national representative for KBEA and KBEY (fm), Kansas City, Mo., formerly handled by Venard, Rintoul & McConnell. KBEY carries a simulcast of KBEA's programming and is offered along with KBEA at no additional charge. Avery-Knodel also has named Paul D. Campbell, previously with Venard, Rintoul & McConnell, a tv account executive in New York.

Burnett Appoints Three

Leo Burnett Co., Chicago, has appointed William Ohle, formerly an account executive with Needham, Louis & Brorby, Chicago, an account executive. Burnett also has named Jack Siegel tv art director in the tv commercial department in Chicago, and Helen Nelson a producer in the tv commercial department in New York. Mr. Siegel formerly was a tv art director with McCann-Erickson, Chicago; Miss Nelson was a commercial producer with Compton Advertising, New York.

Broadcast Time Names Two

Wendell Parmelee, formerly a salesman with National Telefilm Associates, has been named to the new post of sales manager of the Detroit office of Broadcast Time Sales, radio station representative. This follows the Detroit office's move to larger quarters in the Penobscot Bldg. Broadcast Time also has named John Palmer, formerly West Coast manager of John E. Pearson Co., to the new post of western new business development manager, with headquarters in San Francisco.

Eastern Doubles Shuttle Flights

Eastern Air Lines, New York, will double its New York-Boston service Aug. 1, as a result of the success of its "no reservations needed" air-shuttle flights between the two cities. The airline will advertise the additional flights with 1,200-line color ads in dailies, radio spots and outdoor signs. Fletcher Richards, Calkins & Holden is the agency.

NBP Says Commerce Dept. Magazines Ads 'Unfair to Publishers'

WASHINGTON, July 25—National Business Publications has told the Senate committee on interstate and foreign commerce that legislation which would let the Commerce Department publish magazines containing paid advertising would involve unfair competition with privately published business magazines.

Robert E. Harper, president of NBP, said his association "applauds" the basic objectives of S. 1729, the foreign trade promotion bill. But it takes exception to the section which would result in ad-carrying publications.

Mr. Harper said his association does not question the right of the government to publish and distribute periodicals which do not contain advertising. "However, when by such action, the government engages in a profit-producing enterprise—the sale of advertising—openly competing with privately owned, tax-paying businesses, we consider that it exceeds the bounds of good business and contradicts the principles of the free enterprise system."

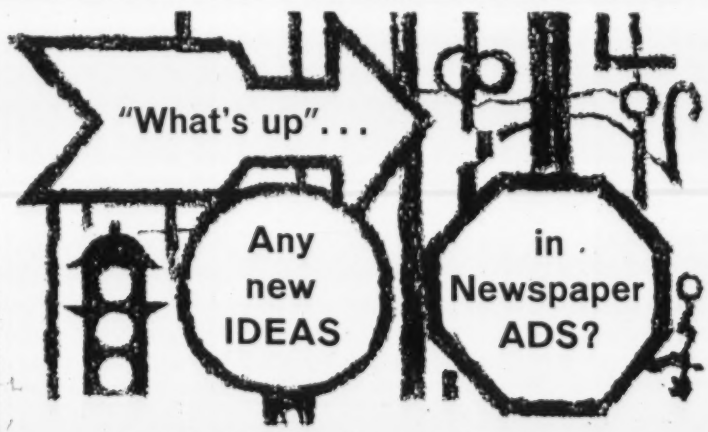
■ He said his association has been given to understand the Department of Commerce does not favor that portion of S. 1729 either. His views were registered in writing after the commerce committee canceled a hearing on the ad-carrying magazine section of the bill. #

Lubell Names Art Directors

Morton Fleischer, formerly an art director of Wexton Co., and Paul Slaughter, on the art staff of Lubell Advertising, New York, have been named art directors of Lubell.

NEVER UNDERESTIMATE THE POWER OF A PREMIUM!

Offer A Pair of Gleaming
COPPER LAMPS!
8" tall, really light! Stand or hang. We mail, handle all details. Write for free information, or send $1 for sample pair.
$1 PAIR mailed!
MARLEY PREMIUM SERVICE of Kansas City
2506 W. 79th, PRAIRIE VILLAGE, KS.
ESTABLISHED 1941



ACB Unduplicated Service

Maybe there is . . . or maybe there isn't anything new or startling in the way of advertising that could help you . . . but we are sure you'll agree that carefully selected ads *can* offer ideas . . . and ideas are what your art and copy department needs! Keep up-to-date . . . keep fresh ideas coming with ACB "Unduplicated" Service. Tell us the "kind" of copy you want to watch...and we will send you a single tear-sheet of each release. The cost is moderate.

We read every daily newspaper advertisement
ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street
Send today for descriptive material and free catalog.

FTC Bans Lite Diet as Trademark for Thin-Sliced Bread

WASHINGTON, July 28—The Federal Trade Commission today ordered Bakers Franchise Corp., New York, to stop using Lite Diet as a trademark for a bread that differs from others only in the fact that it is sliced thinner.

The bread is marketed by 110 bakers in 42 states and Canada under licensing agreements. FTC said Bakers Franchise Corp. spent $2,500,000 for advertising between Oct. 31, 1955, and April 1, 1959.

In its decision knocking out the use of the Lite Diet trademark, FTC said it relied on testimony by 10 consumers. The commission's decision said it believes these consumers felt the name Lite Diet implied a special product with lower caloric content than other breads.

■ Commissioner William Kern dissented. He said ads for the product clearly explained that Lite Diet helps people reduce when used as part of a diet regime. "To destroy respondent's business on the basis of the unconvincing record before us here," he said, "I regard as wholly without justification."

Other cases are still pending against competing Lite Diet breads.

Late last year, FTC Examiner John Poindexter had wrestled with the same issues. He found that total caloric content of a loaf of Lite Diet was about the same as other breads, but the 17 gram slice contained 45 calories, compared with 62 calories in the 23 gram slice of ordinary bread. In proposing to drop the complaint, the examiner argued "the average consumer does not weigh bread to determine its caloric content; he determines the caloric content of bread on a per-slice basis."

■ Writing for FTC's majority today, Commissioner Robert Secrest said, "This is much the same as saying a small pat of butter has less calories than a large pat or that a thin slice of pie has less calories than a thick one."

The majority rejected the plea that Lite Diet be permitted to use a disclaimer, such as "Lite Diet—not a low calorie bread." Commissioner Secrest said this involves "a flat contradiction in terms." #

Federal Fair Trade Forces Rally to Push Law Through

WASHINGTON, July 27—A new effort to ram a federal fair trade law through Congress got under way this week, as the Bureau on Education for Fair Trade warned that price cutting deprives large numbers of small business men of a chance "to earn a living wage."

As lead-off spokesman for organizations backing the fair trade legislation, Maurice Mermey, director of the bureau, said giant retailers—department stores, chains, and supermarkets—have been able to meet the price competition of discount houses. But "the competition of big against big for trade supremacy bodes ill for the small retailer," he said. "The squeeze, tighter than ever before, is on him."

■ The bill before the committee, S. 1722, would replace the existing network of state fair trade laws with a federal law enforcing resale maintenance throughout the country. Although most states still have fair trade laws, Mr. Mermey told members of a Senate commerce subcommittee that court decisions have cut so deeply into these laws that retailers in 24 states are vulnerable to price cutting on nationally advertised brands.

The subcommittee, under Sen. Mike Monroney (D., Okla.), had two days of hearings this week. Other witnesses, in addition to Mr. Mermey, included Herman C. Nolen, president of McKesson & Robbins, in support of fair trade, and three individual discount house operators who testified in opposition to the bill. Additional hearings may be held later.

■ To support its contention that fair trade has not resulted in higher prices "for the consumer in general," the Bureau of Education for Fair Trade offered studies of price movements in such fields as drugs, hardware, fountain pens and pencils, toasters, Pyrex, and men's shirts and underwear. Summarizing an analysis of cost of living data, Mr. Mermey said, "There is no scientific evidence that a diversified department store, supermarket, discount house, chain store—located in a fair trade community—charges less or more in its over-all pricing than its opposite number in a non-fair-trade community.

"It has been said that fair trade hurts, rather than helps small business," Mr. Mermey commented. "This statement is generally made by the very people who want to put small business out of business: The discounters who have appeared in opposition to fair trade at congressional hearings such as this one." #

EXPLORATION—*International Nickel Co., New York, has begun a campaign pointing out new uses of nickel. Color pages will appear in news and management magazines and b&w ads in newspapers in nine cities. McCann-Marschalk is the agency.*

Advertising Week Renamed; Smith Appointed Chairman

Advertising Week has been renamed Advertising Recognition Program by its co-sponsors, Advertising Federation of America and Advertising Assn. of the West. The name change signifies expansion of the program from a week-long salute to a year-'round effort to further the public understanding of advertising.

Douglas L. Smith, manager of advertising and merchandising of S. C. Johnson & Sons, Racine, has been appointed 1962 chairman of the project. George W. Head, manager of advertising and sales promotion of National Cash Register Co., Dayton, will continue as chairman throughout 1961. McCann-Erickson, New York, is the volunteer agency.

'Baby Talk' Boosts Rates

Baby Talk, New York, has raised its circulation guarantee from 550,000 to 600,000, effective with the January, 1962, issue. B&w one-time page rates will go from $3,650 to $4,160. The magazine charges a flat $1,500 premium for four-color.

Last Minute News Flashes

Media Groups Optimistic About Final '61 Figures

NEW YORK, July 28—A check today by ADVERTISING AGE of major media associations indicated that 1961's final advertising figures should be at least as good as those of 1960, and perhaps a bit better: **Network television** expects a 7% advance over 1960's total of $682,371,069. **Local tv** may come out "a little ahead" of last year's $280,000,000. **Spot tv** looks for a 3% gain over $616,701,000. **Spot radio** anticipates "leveling out at 1960's $203,000,000." **Local radio** looks for a 4% boost. **Newspapers** expect to equal 1960's national level of $836,000,000. **Magazines,** "not exactly looking for any big bulge in business," were "cautiously optimistic" about exceeding last year's $853,580,761. **Business publications** look for pages to be "the same or fractionally up and dollar volume up a per cent point or two." **Outdoor** is optimistic on the basis of business that will be "considerably better" in the second half.

Compton Affiliates with Walker Saussy

NEW YORK, July 28—Compton Advertising has affiliated with Walker Saussy Advertising, New Orleans. Compton has acquired an interest in the southern agency, and Donald H. Halsey, a vp of Compton, also has become a senior vp of Walker Saussy.

Leo Burnett Named for Motorola in Canada

TORONTO, July 28—Advertising for Motorola products, soon to appear again on the Canadian market, has been awarded to Leo Burnett Co. of Canada. Burnett handles Motorola in the U. S. The Motorola line is being manufactured here by Seabreeze Mfg. Ltd. and sold through O'Brien Industries Ltd.

Beecham Seeks Agency for Macleans Toothpaste

TORONTO, July 28—Beecham Products Ltd. is expected to announce next week a new agency for Macleans toothpaste, now at McConnell, Eastman & Co. The account soon will be billing more than $500,000, trade sources indicate. Kenyon & Eckhardt, which directs the account in the U. S., has a Canadian company.

Hoff Resigns from Warner-Lambert Division

MORRIS PLAINS, N. J., July 28—Irvin W. Hoff has resigned as vp and general products director of Warner-Lambert products division, Warner-Lambert Pharmaceutical Co. There is no successor at this time and Mr. Hoff's future plans are unknown. He joined W-L from Colgate-Palmolive in 1956.

Petersen Sells 'Power Boat' to Potter

LOS ANGELES, July 28—Petersen Publishing Co. has sold *Power Boat* to Potter Publications, Newport Beach, Cal. Petersen started the magazine last fall and built its monthly circulation to 60,000. At the same time Harry Kaufman, ad manager of *Power Boat*, leaves Petersen to join Potter in the same capacity.

L.A. Pepsi Bottler Names BBDO; Other Late News

• **Pepsi-Cola United Bottlers of Los Angeles** has appointed Batten, Barton, Durstine & Osborn to handle its advertising, succeeding Young & Rubicam (AA, July 17). Pepsi United, which stuck with Y&R when the parent company picked BBDO to replace Kenyon & Eckhardt in April, 1960, is the 17th bottler in the Pepsi lineup at BBDO.

• **Industrial & Electronic Distribution,** new electronic components magazine headquartered at 419 Boylston St., Boston, has named Paul T. Haluza as space representative for the New York area. R. F. Pickrell & Associates represents the publication in the Detroit area and Ed Whetzel of Dallas covers the Texas area. The tabloid-size publication, which offers advertisers an eight-way circulation split, will come out in September.

• **Lehn & Fink (Canada)** is expected to move some product lines, including Lysol disinfectant, out of Spitzer, Mills & Bates. SM&B currently handles all Lehn & Fink advertising in Canada—an account estimated to involve $300,000 a year in billings.

• **Donald E. Gehring,** former vp in charge of client services at Donahue & Coe, Los Angeles, has been named general manager, succeeding Richard C. Moses, who has resigned because of "basic disagreements" with the agency's New York management. Mr. Moses has not announced future plans.

• **Calusa Chemical Co.,** Los Angeles, has appointed Hixson & Jorgensen to handle its advertising. The Calusa account bills about $500,000, and was resigned by Wade Advertising last month. Calusa makes a line of laundry and chemical products, including Royal Woolyn and Qwite, laundry additives.

• **Ray Burnett** has been named acting advertising manager of Studebaker-Packard Corp., South Bend, taking over the duties of James W. Orr, who resigned last month as manager of sales promotion and merchandising. Mr. Burnett has been in the ad department since 1959.

• **Edward R. Brooks,** director of marketing and public relations for the Evaporated Milk Assn., Chicago, has resigned and will join Leo Burnett Co. Aug. 9 as an account executive on the Schlitz account. AA also learned that William Robinson, a Burnett vp, has been named account supervisor on Schlitz. Before joining Evaporated Milk Assn., Mr. Brooks was advertising and pr director of Peter Hand Brewery Co., Chicago.

• **General Artists Corp.,** New York, a talent agency, has appointed Lawrence Kane & Artley to handle its advertising. GAC, which had no previous agency, was recently named sales representative for Desilu Productions.

• **Kenyon & Eckhardt** has formed Kenyon & Eckhardt Ltd., London, in which London Press Exchange "is making an investment." It was said that "this cooperation is part of a friendly agreement between the two agencies to help each other in world markets."

• **Hearst Magazines,** which circulates 10 Hearst magazines and about 60 others, has reached an "immediate arrangement" with Union News Co., Garfield News Co., and ABC Vending Corp. to have its publications put back on terminal newsstands. The magazines had been off the stands because of a discount dispute between distributors and newsstand operators.

FCC Takes Miami Channel 7 Away From Biscayne

Move Is Second Miami License Revocation Due to 'Influence' Charge

WASHINGTON, July 26—The Federal Communications Commission today decided to take Channel 7 in Miami away from Biscayne Television Corp. (WCKT) and reaward it to new owners.

If the decision is upheld by the courts, it will be the second Miami tv revocation as a result of "influence" cases which were turned up by the House committee on legislative oversight.

Biscayne, which is owned by the Knight and Cox newspaper interests and Niles Trammell, former NBC president, was accused of making off-the-record approaches to FCC members while the contest for the channel was pending. In its decision today, FCC canceled the Jan. 18, 1956, award to Biscayne and assigned the channel to Sunbeam Television Corp., the only one of the four original applicants that was not accused of making "off the record approaches."

■ Earlier this month, the court of appeals here upheld a previous FCC decision canceling the license for Miami Channel 10, which has been held by National Airlines. The Channel 10 case also figured in the legislative oversight committee investigations.

Meanwhile, FCC's broadcast division this week filed a brief advising the commission that Boston's Channel 5, now held by WHDH Inc., should be turned over to new owners.

FCC previously ruled that its 1957 grant to WHDH must be revoked as a result of off-the-record contacts with former FCC Chairman George McConnaughey while the original grant was under consideration. Although FCC said last year that the offenses did not appear to be sufficiently serious to disqualify WHDH from competing for re-award of the channel, the FCC staff brief this week relied on recent court decisions to argue that any tampering with the judicial process must be a "determinative" disqualification in a comparative proceeding.

■ The FCC staff advised that Channel 5 be awarded to Massachusetts Bay Telecasters, the only surviving original applicant which was not accused of engaging in off the record activity when the Boston case was under consideration.

FCC's award of Channel 7 Miami to Sunbeam will not be effective until after court review. The award will be for four months, and other competing applicants will be considered when Sunbeam's permit comes up for renewal. FCC followed a similar procedure in its earlier Channel 10 decision. Channel 10 is to go to L. B. Wilson Inc., one of the original applicants, with a proviso that competing applicants will be considered after four months. #

Petry Appoints Three

John P. Duffy and Joseph V. Devlin have joined the radio sales staff of Edward Petry & Co., New York, radio-tv station representative. Mr. Duffy previously was with George P. Hollingbery Co.; Mr. Devlin was a media supervisor with Dancer-Fitzgerald-Sample. Charles T. Dempsey, formerly with Headley-Reed Co., has joined Petry's tv sales staff.

Goodyear Conflict for Y&R Brought Gulf to EWRR

(Continued from Page 2)

will invest about $1,800,000 to undertake its national push for TBA products. Gulf has signed as sole sponsor for a new NBC-TV show, "Hear and Now," featuring Frank McGee, which will be seen on Friday evenings starting Sept. 29. In addition to TBA products, Gulf's gasolines and oils will be advertised on the show, which Gulf will sponsor for 39 weeks.

The TBA line also will be promoted in large-space newspaper ads, starting just after Labor Day.

It is not known at this time if the acceptance of the Gulf business will affect EWRR's relationship with Sun Oil Co., for which it handles industrial lubricants. Although there are no product conflicts involved, it is generally conceded that oil companies take a dim view of their agencies working for other oil companies. Ketchum, MacLeod & Grove has Gulf's industrial lubricants and petrochemicals.

■ EWRR will begin billings on Sept. 1 and will handle the account jointly out of Pittsburgh and Houston. EWRR became a member of the Gulf agency family earlier this year when it gained petroleum specialty products from Y&R (AA, May 1).

The acquisition of Gulf's TBA unit is another step in EWRR's return to the oil field. The agency handled all of the Sun Oil account before losing most of it to William Esty Co. nearly four years ago (AA, Dec. 23, '57). Prior to its merger with Ruthrauff & Ryan, Erwin, Wasey & Co. handled a segment of Texaco for about 25 years.

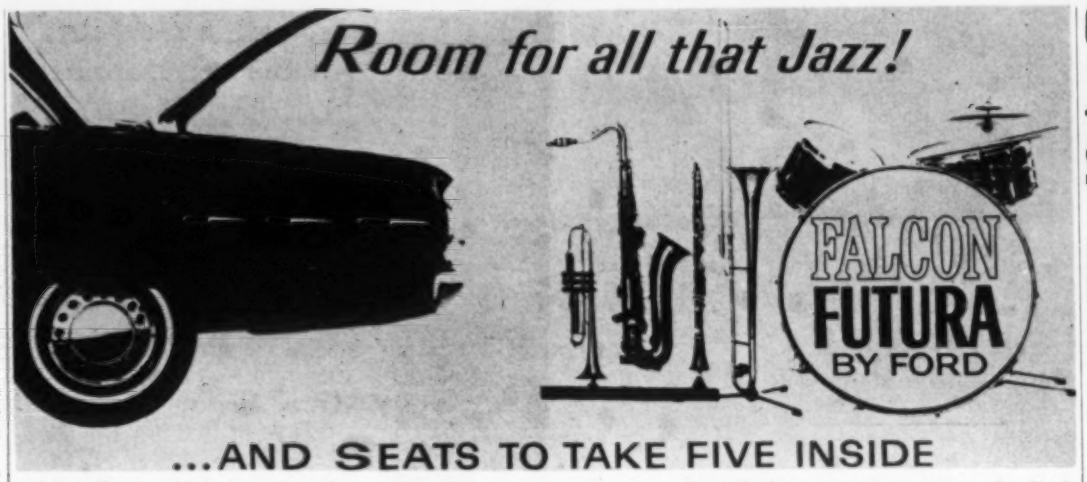
None of Gulf's other agencies are affected by the moving of the TBA business, Gulf said. In addition to EWRR, Y&R and Ketchum, MacLeod, Gulf's other agency is Fletcher Richards, Calkins & Holden, New York, which handles Gulf's outdoor advertising. Gulf denied a report that Fletcher Richards would lose its portion of the account. Outdoor billings reportedly have plunged from an estimated $2,000,000 in 1958 to about $150,000 this year.

■ Gulf's agency change is the latest among the restless oil marketers, which over the last 18 months have made frequent agency switches. Fourteen oil companies and 20 agencies have been involved in changes which saw agencies swap some $48,500,000 in oil account billings.

Gulf is the fourth largest oil company in the U. S., ranking only behind Standard of New Jersey, Socony, and Texaco. Gulf's sales last year hit $3,212,205,000 and earnings amounted to $330,311,000. ADVERTISING AGE estimated that Gulf invested $11,100,000 in all advertising in 1960. #

CBS TV Sales Adds Four

CBS Television Stations National Sales, New York, station representative, has added four account executives. They are William Beindorf, formerly an account executive with WCBS-TV, New York; J. Robert Cole, previously sales service manager, national sales representative and account executive for KNXT, Los Angeles; Kenneth M. Johnson, previously exec vp of Daren F. McGavren Co.; and Briggs S. Palmer, formerly an account executive with Harrington, Righter & Parsons.



SPORTY—*Ford, which is currently using this poster design as a painted bulletin in the Detroit area, will offer it to Ford dealer committees across the U. S. as an August poster.*

Chrysler Board Names Townsend as Colbert Leaves

NEW YORK, July 27—L. L. (Tex) Colbert resigned today as president, chief executive officer, and board chairman of Chrysler Corp. "for the good of the company," and 42-year-old Lynn A. Townsend, former administrative vp, was named to succeed him as president.

Mr. Colbert, who became president in 1950, also resigned as a director of the corporation, severing all connections with the company he joined in 1933 as resident attorney. He now becomes board chairman of Chrysler of Canada, however, so that he still retains an indirect association with the parent company.

In announcing his resignation, Mr. Colbert said he was relinquishing his duties for the good of the company.

■ The resignation comes after more than a year of turmoil at Chrysler. Mr. Colbert stepped out as president to become board chairman in April, 1960, to be succeeded by William C. Newberg. But 60 days later Mr. Newberg was forced to resign because of conflict of interest charges, and Mr. Colbert resumed the presidency.

The conflict-of-interest charges later extended to Jack W. Minor, director of marketing for Plymouth-Valiant-De Soto, who had interests in several advertising companies which did business with Chrysler.

Suits and counter-suits resulting from the original charges are now pending.

The board of directors did not name a new chairman or chief executive officer at their meeting today. They did, however, create a new executive committee, and named George H. Love, a Chrysler director since 1958, to head the committee. Mr. Love is chairman of M. A. Hanna Co. and a director and member of the executive committee of National Steel Corp. He will resign these two posts but will continue as chairman of Consolidation Coal Co.

■ Other members of the new Chrysler executive committee are R. E. McNeill Jr., who is president of the Hanover Bank; Juan T. Trippe, president of Pan American World Airways; L. F. McCollum, president of Continental Oil Co.; and Mr. Townsend. All are directors.

The executive committee, obviously, places its power outside the corporation, with only Mr. Townsend actively employed at the corporation.

The board also set up a new finance committee, with Mr. McNeill as chairman. A third new committee, on incentive compensation, stock option and pension plans, is made up entirely of outside directors. Neil McElroy, former Defense Secretary and head of Procter & Gamble, heads the incentive committee.

■ Mr. Townsend is an accountant by profession and a cost-cutter by recent experience. He joined the company in 1957 as comptroller, coming from an accounting firm (now called Touche, Ross, Baily & Smart). In 1958 he was named group vp-international operations, and in 1960 he was named administrative vp. In this last post he carried out a sweeping cost-reduction program for the corporation.

At the meeting today, the board also announced a six-month loss of $15,700,000 compared with a profit of $23,700,000 a year ago. The company did show a profit in the second quarter of $6,200,000. #

FCC Assigns 3 VHF Channels in Effort to Equalize Competition

WASHINGTON, July 28—In a move which will help equalize network competition, the Federal Communications Commission today assigned third vhf tv channels to three major hardship markets—Syracuse, Grand Rapids, and Rochester, N. Y.

FCC identified nine other "most urgent" tv hardship areas and called for comments on plans to assign third vhf channels to eight of them: Baton Rouge, Dayton, Birmingham, Jacksonville, Knoxville, Johnstown, Charlotte, and Oklahoma City.

For the long run, FCC again reiterated its determination to use uhf. A series of steps circulated for Oct. 2 comment included: (1) Promise to grant without competitive hearing all qualified uhf applications; (2) a plan to encourage all vhf operators to apply for uhf facilities to duplicate their vhf programming; and (3) a proposal to create eight new all-uhf markets by taking existing vhf service away from Madison; Rockford; Hartford; Erie; Binghamton; Champaign-Urbana-Danville-Springfield-Decatur; Columbia, S. C.; and Montgomery. A decision to take a vhf from Hartford would clear the way for a third vhf in Providence, R. I., the ninth vhf shortage market, FCC said. #

Visual Research Names Martin

Donald B. Martin, formerly assistant to the administrative vp of Outdoor Advertising Assn. of America, has been appointed vp of outdoor advertising research at Visual Research, Chicago.

Preprint Publisher, Rep Group Break Off Contract Discussions

NEW YORK, July 26—Contract discussions between Preprint & Publishing Service and a company set up by three newspaper representatives have been broken off.

Bruce H. Logan, vp and general manager of Preprint & Publishing Service, said talks were ended "by mutual consent" between his company and Preprint Development, recently set up by Moloney, Regan & Schmitt, Branham Co., and Katz Agency (AA, May 8).

Mr. Logan declined comment on his original statement beyond saying that "We're going to continue to work with Preprint Development and any others to develop our product as a marketing tool for advertisers, and a source of income for newspapers." Preprint & Publishing turns out hi-fi inserts under the name "Color I." Mr. Logan said he has about 130,000,000 preprints ready for use in the next year "for certain advertisers."

■ Herbert Moloney Jr., vp and general manager of Moloney, Regan & Schmitt, denied the split was mutual and added: "The contract negotiations were broken off by them. Preprint Development now is in the process of reviewing its own plans and future informal arrangements with Preprint & Publishing." W. Fiske Lochridge, vp and general manager of Katz Agency, confirmed Mr. Moloney's comment. A third member of the group, Frank Stapleton of Branham Co., could not be reached.

The representatives originally offered the following plan: Preprint Development would charge newspapers maximums or minimums on a per-thousand-page basis, and handle their billing. Further, Preprint Development would enter into a sales contract with Preprint & Publishing, which was to contact agencies and advertisers. As compensation, Preprint & Publishing was to get $45,000 annually.

■ There were some indications that the original plan faltered because of mounting concern on the part of representatives not in the Preprint Development group, and because of potentially competitive situations which might occur in the same city between a newspaper handled by Preprint Development and one in a participating representative's stable. #

Merritt Owens Adds One

Merritt Owens Advertising Agency, Kansas City, Kan., has been named to handle advertising and sales promotion for Kansas City Area Rambler Dealer's Assn. Spot radio, tv, and newspaper advertising will initiate a heavy merchandising campaign.

General Foods' Ad Budget Hit $121,000,000 in '60

(Continued from Page 1)

acquired since April—the leading French candy and gum maker, Krema Hollywood Co.; a small French spice producer, Sulta S.A.; the spaghetti business of Bertagni S.p.A., Bologna, Italy; and Parsons Foods Pty., an Australian concern described as a "little General Foods."

Mr. Marks said foreign operations have grown from less than 4% three years ago "to a point that makes it realistic for us to expect they may approximate 10% this year, and on a broader base."

Acceptance of Instant Maxwell House coffee in Japan has "exceeded the expectations" and a second manufacturing unit will go into operation next month.

■ This fall a new General Foods Family campaign will break, emphasizing the General Foods kitchens seal and associating individual products with the company name. And the company also will emphasize its corporate pride in its "wholesome and entertaining" television shows with an ad headlined, "Meet the Sponsor Behind the Sponsors."

Mr. Marks displayed an upcoming General Foods ad and read a couple of paragraphs on the subject of the General Foods kitchens seal, as follows:

■ "In all our dozens of products, you'll find a precious extra ingredient—extra care—from lots and lots of extra caring people at General Foods.

"All are working with a single purpose . . . to bring you and your family a delightful variety of most delicious, nourishing and convenient foods.

"That's why . . . there's more in store for you in every package that carries this seal." #

L.A. Food Stores Alter Ad Strategy in Price Battle

LOS ANGELES, July 25—National food marketers are keeping a watchful eye on the Los Angeles market this week as the city's supermarkets move into the third week of a price battle that has seen prices on several hundred food items slashed as much as 25%.

The price war, touched off when major supermarket chains cut prices to meet growing competition from smaller chains, independents and discount houses, has been so extensive that newspaper ads placed by markets no longer list individual items, but quote sample items and list general categories affected.

■ Such staples as bread, coffee, and sugar, for example, have dropped as much as 10¢, 20¢, and 25¢, respectively. Several markets also list general price cuts on more than 1,000 national brand and private label food items, while Ralph's Supermarket Chain, considered to be the price leader in this market, advertises cut prices on more than 100 meat items alone. #

Reproduction Book Boosts Rate

ORD Reproductions Review, New York, has increased advertising rates, effective with the October issue. Circulation will be increased to 25,000. The new rate for one page, one time, is $357.

Massey-Ferguson Plans $10,000,000 Ad Budget for '62

(Continued from Page 1)

approved until next month. The company will invest about the same amount for ads this year, he said, with some $4,500,000 going for advertising in North America. About 44% of Massey-Ferguson's sales are made in North America.

Mr. Shiner said the company plans to appoint an advertising agency in Brazil in the near future. The company currently is building a tractor assembly plant at Sao Paulo, adjacent to its Perkins diesel engine plant.

Massey-Ferguson is the third largest manufacturer of farm equipment in the U.S. (it ranks behind International Harvester Co. and Deere & Co.), and is the leading seller of farm equipment outside of North America. The company markets its products in 142 countries.

■ Following are the 1961-'62 ad plans for the company in its three major marketing areas:

North America—M-F plans to invest some $4,500,000 for ads in U. S. and Canada next year—about the same as this year. An estimated 50% of the money will go into network television, 40% into farm magazines and farm papers, and the remaining 10% into miscellaneous media. In Canada, radio spots are used; the miscellaneous money in the U.S. goes into point of sale materials, county fairs and other promotions. Needham, Louis & Brorby, Chicago, has all of the company's advertising in North America.

United Kingdom—The company plans to spend $560,000 (commissionable) and $476,000 (non-commissionable) for advertising in the United Kingdom next year—the same as in 1961. The media breakdown includes 70% in three major farm publications; 25% in spot television; and 5% in local newspapers.

Massey-Ferguson has been running full-color gatefolds (six pages) in the three farm publications and will continue this policy next year. The company also will continue to sponsor a Sunday afternoon farm show on tv in the United Kingdom.

Douglas Lowndes, joint managing director of Benton & Bowles Ltd., London, M-F's agency for the United Kingdom, told AA that M-F is the only farm equipment manufacturer which uses tv consistently throughout the year. M-F's ad campaign this past spring also was the largest push ever conducted by a farm equipment manufacturer in the U.K., he said. The company has more than 40% of the farm tractor market and more than 50% of the farm combine market in the U.K., he added.

Australia—Massey-Ferguson will begin using spot television in Australia for the first time next year, according to G. L. Bride, managing director and board chairman of Aldwych Advertising Proprietary Ltd., Melbourne, M-F's agency for Australia.

Mr. Bride pointed out that 13 new privately-owned "country" tv stations will begin operations between now and next March. Prior to this development, the country has had only six government-owned and eight privately-owned tv stations—all located in Australia's major cities, which are poor localities for farm equipment.

M-F will spend less than $600,000 this year, and will invest about $600,000 next year, for Australian advertising, Mr. Bride said. This year the company is using primarily farm papers and farm magazines, with some spot radio. In 1962 the company will put 80% of its dollars into farm publications and 20% into spot tv. #

Walther Adds Mount Hope

F. P. Walther Jr. & Associates, New York, has been named to handle advertising for Mount Hope Machinery Co., Taunton, Mass., manufacturer of web control equipment for textile, paper, plastics, and metal industries. A new program will concentrate on newsletter advertising, emphasizing actual applications of the company's products.

Shapiro Adds Perfect Photo

Alan M. Shapiro Advertising, Philadelphia, has been named to handle advertising for Perfect Photo, Philadelphia.

"FLOAT WITH COKE" THEME OF TV COMMERCIALS PRODUCED BY NILES FOR McCANN-ERICKSON

"Float with Coke" TV commercials—teaming Coke with ice cream—are currently seen on the "Ozzie & Harriet" network TV show. Harry Lange directed the series of eye and appetite appealing commercials, with brilliant photography by Howard Siemon. Produced for McCann-Erickson of Atlanta by . . .

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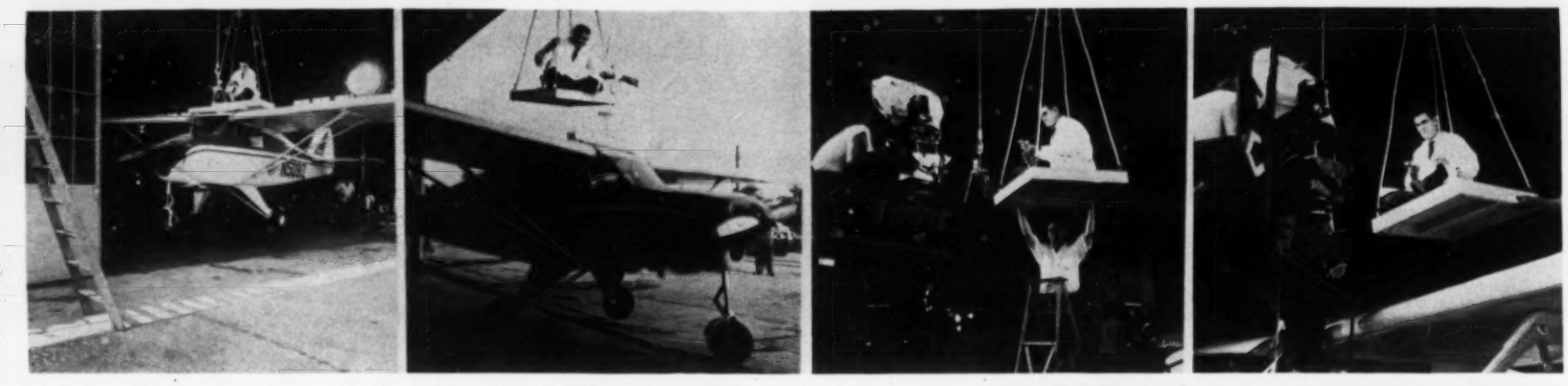

POWER TO SPARE—*An electro-magnet (strip above) operated by two Eveready flashlight batteries lifts a plane into the air. Plane drops when batteries are disconnected. Then batteries are put into flashlight and the light is shined into the cameras. At right, Frank Pipal represents the client during the shooting of the commercial. With him are two Esty executives, James M. Stewart and Robert Badenhausen.*

Just in Case FTC Doubts . . .

Reporters Watch Eveready Batteries Lift Plane for TV Demonstration

Union Carbide's Legal Department Sets Rule for Filming: No Fakery

NEW YORK, July 26—Union Carbide Consumer Products Co. and its agency, William Esty Co., believe in being prepared for skeptics who can't quite accept impossible-looking tv demonstrations.

If the Federal Trade Commission or anybody else should question the fact that two batteries can provide the power for an electro-magnet to suspend a car or plane and still have enough power to light a flashlight, Union Carbide will have plenty of witnesses to prove its case.

They are the 15 reporters who were invited to watch the filming of the new Eveready commercials and "to see first hand that these commercials will not be faked or doctored."

■ The writers were airlifted by helicopter to Amityville, L.I., where a hangar had been rented for three days of shooting.

On hand to answer questions were Frank Pipal, applications engineer for Union Carbide, and James M. Stewart and Robert Badenhausen, account executive and tv commercial producer, respectively, at Esty.

They explained that the legal department of Union Carbide had set up the ground rules for these video demonstrations. Each commercial was to be shot through to the end of the demonstration; there was to be no splicing or doctoring of the film and no stopping for shifting of props or changing batteries. The batteries in the commercials, they said, were bought at a ten-cent store and were about six months old.

■ WDC Inc. started shooting the commercial on Monday, with Robert Carlisle, president, and Marc Anderson, assistant director, in charge of the set.

Each day's schedule called for filming a single commercial. On Monday they filmed a 60-second spot featuring four weight lifters hoisting a Renault Dauphine up to be suspended by a 7' electro-magnet powered by two Eveready flashlight batteries.

■ When actor Paul Larson, atop a platform over the car, disconnected the power, the car bounced down to the hangar floor. The commercial ended as the actor took the batteries, put them in a flashlight and then shined it directly at the camera to show the batteries had "power to spare" despite the heavy drain to which they had been subjected.

■ ADVERTISING AGE's reporter-photographer covered Tuesday's shooting. This time a Piper Colt plane was hoisted into the air by the battery-powered magnet. All the reporters seemed impressed as they watched the actor disconnect the power, the plane drop to the floor and the batteries placed in the flashlight, still with enough power to make light.

In one shooting the batteries were drained and the flashlight gave a weak light, but the shooting—at the insistence of the client's representative—went through to the end. The next shooting came out okay, with plenty of light to spare in the flashlight.

The Wednesday commercial was to follow the same general pattern of the other two, with two girl acrobats, rather than a plane or car, to be lifted and dropped.

■ The shooting schedule was odd. The crew's portal to portal day ran from 8:30 to 5:30. But the cameras didn't begin to roll until 3 p.m., when there was a full complement of press observers on hand. Nothing much seemed to be happening until 3, when everybody started working madly. There were two or three hours of overtime each day.

When asked why the shooting day started in mid-afternoon, Nelson Sykes, the press agent who set up this stunt for Eveready, said that if people seemed to be sitting around doing nothing, this was not necessarily so. Everything, he explained, was contingent on something else, with riggers having to hoist the plane before the lighting men could set up the lighting and the lighting men having to finish before the cameraman could check positions, and so on down the line.

One commercial per overtime day, he suggested, is par for the course.

■ Each commercial was filmed several times. The client will screen them and make a choice for on-the-air use. Veteran announcer-commentator Kenneth Banghart will provide voice-over for the films.

These "power to spare" demonstrations will be seen first Sept. 16 on ABC on the pre-game show for the Saturday afternoon college football games. The Eveready schedule will share commercial time with Prestone anti-freeze and de-icer on a Union Carbide schedule that includes participations on six ABC shows and four NBC programs. #

B&B Names Keyes to Texaco

Eben Keyes, formerly an account executive on Ivory Snow, has been named account executive on Texaco by Benton & Bowles, New York, which takes the $11,500,000 business over from Cunningham & Walsh on Oct. 1. B&B earlier named James H. Graham, previously vp and account supervisor on Pontiac with MacManus, John & Adams, Bloomfield Hills, Mich., as account supervisor on Texaco (AA, July 17).

ABC-TV Sales Names Two

Harrison E. Mulford Jr., formerly sales account executive with NBC—TV, has been appointed eastern sales manager of ABC-TV National Station Sales, New York. Named sales manager of the Chicago office of ABC-TV's recently formed station representative subsidiary is John A. McElfresh, previously an account executive in the New York office of CBS-TV Spot Sales.

McCann Gets Islands Rum

The government of the Virgin Islands has appointed McCann-Erickson to develop an advertising and promotion program for Virgin Islands rum. This will be the first such rum promotion for the islands, and the agency expects billings will be approximately $500,000. The rum promotion will be tied in with advertising and publicity of the islands' tourist attractions.

Geyer Integrates in Chicago

Geyer, Morey, Madden & Ballard has consolidated the Chicago operations of its western division by moving 50 people, formerly in two offices, to the Blair Bldg. The division is a wholly owned subsidiary of GMM&B, and operates as an integrated unit of the parent organization. It also has agency facilities in Racine, Wis., and Omaha.

Bates Fabrics to Gumbinner

Bates Fabrics Inc., New York, manufacturer of bedspreads, sheets and pillowcases, has appointed Lawrence C. Gumbinner Inc., New York, as its agency, after interviewing "many" agencies during the past month. The account has been handled since 1956 by Grey Advertising, where it was billing about $200,000.

Nordsiek Leaves Ross Roy

Fred C. Nordsiek has resigned as account executive of Ross Roy—BSF&D. Mr. Nordsiek is leaving for an extensive tour of Europe after which he plans to return to the advertising business.

Gamble Adds Dynalectron

Dynalectron Corp., formerly California Eastern Aviation, Washington, has appointed Robert M. Gamble Jr. Inc., Washington, to handle its national advertising.

Stewart Pipal Badenhausen

TV Programs, Ads Are on the Skids, Opinion Leaders Say

NEW YORK, July 26—Opinion leaders don't have a very high opinion of television programs or commercials.

This is the gist of what the National Audience Board, a non-profit tv watchdog group, found when it questioned 2,400 civic, business and church leaders. Among the most interesting findings:

• Most respondents thought the quality of dramatic, children's and variety shows had dropped over the past two years, but they saw an improvement in the categories of public affairs, mystery-drama-adventure, news and weather and sports.

• Their favorite program types were news and weather, sports and public affairs; their prime non-favorite was westerns.

• A sizable percentage rated commercials for all major product categories as poor. Exceptions were autos commercials, which 71.5% found excellent or good; gas and oil commercials, which 54.2% scored as excellent-good; and commercials for foods with an excellent-good ranking by 52.5% of the respondents.

• Chief commercial dislikes were in the deodorant, drug, detergents-soaps and women's undergarments categories.

■ The National Audience Board queried viewers about product categories only; there were no questions to indicate reaction to commercials for specific brands.

The National Audience Board office here said it has no idea whether the 2,400 persons surveyed are heavy or light viewers of tv.

How Opinion Leaders Rank TV Ads

Rankings for the Past Year

Commercials Category	Excellent	Good	Fair	Poor	Don't Know
Autos	5.6%	65.9%	20.6%	5.9%	2.0%
Beer & Wine	11.0	25.4	29.2	23.1	11.3
Cigarets	3.1	26.7	33.0	28.6	8.6
Cosmetics	1.8	23.2	44.4	27.4	3.2
Deodorants	4.9	2.9	49.7	40.9	1.6
Drugs	2.1	15.7	37.4	40.7	4.1
Foods	10.9	41.6	30.7	6.8	10.0
Gasoline & Oil	6.8	47.4	30.1	10.1	5.6
Household Soaps, Detergents, Cleansers	11.4	8.5	35.7	37.7	6.7
Shampoos, Hair Preparations	7.3	14.6	50.4	19.2	8.5
Toothpastes	2.8	28.6	40.8	26.8	1.0
Women's Undergarments	3.4	6.0	41.7	36.9	12.0

How They Would Have Ranked Them Two Years Ago

Commercials Category	Excellent	Good	Fair	Poor	Don't Know
Autos	4.7%	64.2%	21.7%	6.3%	3.1%
Beer & Wine	10.6	25.1	29.7	22.4	12.2
Cigarets	3.4	27.0	33.8	27.9	7.9
Cosmetics	2.1	22.5	44.9	26.9	3.6
Deodorants	5.8	2.8	50.4	40.6	0.4
Drugs	1.7	15.6	36.2	41.2	5.3
Foods	11.4	41.9	30.4	6.5	9.8
Gasoline & Oil	6.2	47.8	30.0	10.7	5.3
Household Soaps, Detergents, Cleansers	10.1	9.2	34.6	37.3	8.8
Shampoos, Hair Preparations	7.1	14.2	50.1	19.6	9.0
Toothpastes	2.6	29.4	41.1	26.0	0.9
Women's Undergarments	3.7	5.8	40.8	37.3	12.4

TATTOO TOO—*This ad, tailored for Marlboro's makers (even unto the AMF-tattooed hand), is one in a series AMF is aiming at cigaret makers.*

AMF Pushes Cigaret Machines with Ads Individually Tailored

NEW YORK, July 25—American Machine & Foundry, which makes machinery for the cigaret industry, is going after more business—right in its prospects' own back yards.

For the first time in its 50-year romance with the tobacco industry, AMF will use consumer media to woo more sales. It has scheduled monthly 600-line b&w newspaper ads in the *Durham Herald & Sun, Louisville Times, Richmond Times-Dispatch,* and *Winston-Salem Journal.* The first ads broke June 19.

Headlined "Smoking Pleasure Starts with AMF Machinery," each ad has a big, square halftone involving one situation, one cigaret brand. One ad has an open Marlboro pack perched beside a cigaret-equipped hand tattooed, not with an anchor, but with AMF's circular logo. Copy pushes AMF Individual Weight Control in cigaret manufacturing.

■ Another insertion plugs AMF leadership in more general tones, and features a blond, cigaret at the ready and smoke curling upward, peeking from behind her tresses as she tilts her head at a three-quarter angle. Another has a photo closeup of a gal-and-guy situation, with L&M pack held high. Still another is an up-close shot of a Pall Mall pack being deftly withdrawn from the pocket of a button-down oxford weave.

AMF hopes to "show a product of every major cigaret company between now and the end of December—including ads featuring Sano and Holiday." If the campaign pays off, it will run into June, 1962.

■ The thinking on the $100,000 promotion by AMF's agency, Erwin Wasey, Ruthrauff & Ryan, was that "this way, every prospect can be reached. The ads are designed to create good will in the right atmosphere—all the way to the company foreman."

According to Russell Branch, EWRR account man on AMF, copy hits the accurate weight control factor because, "if a machine turns out 1,500 cigarets a minute, and it's off a milligram, the loss might go as high as $40,000 a day." He said the four newspaper schedules would be augmented by three similar 600-line insertions in the *Wall Street Journal,* starting Sept. 25.

■ AMF, he added, is after "some new markets that aren't yet defined" with its cigaret-making equipment, "because the machines are adaptable to other industries." This prompted AMF to launch a space probe via three b&w bleed pages in *Factory, Machine Design,* and *Modern Packaging.*

These will complement pages in *Tobacco, The Tobacco Leaf* and *U.S. Tobacco Journal,* where "we hope to reach 175 tobacco processors for our other AMF products," Mr. Branch said. #

Gale Joins Gardner Displays

Walter R. Gale, formerly co-publisher of *Graphic Arts Buyer,* Philadelphia, has joined Gardner Displays, Pittsburgh, as an account executive.

Victor Gets Gates Tire Push

Gates Rubber Co., Denver, has appointed Jan Victor Agency, Los Angeles, to handle a special television merchandising program for its line of auto tires.

Cashel Joins Street & Finney

James R. Cashel, formerly senior analyst at Benton & Bowles, New York, has joined Street & Finney, New York, as research director.

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Four is par for Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. Read in 9 out of 10 homes in each metropolitan area, the 4 Georgia Group papers give you the coverage and penetration you need and want. So why not score with the winning foursome? It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your local Branham man for details.

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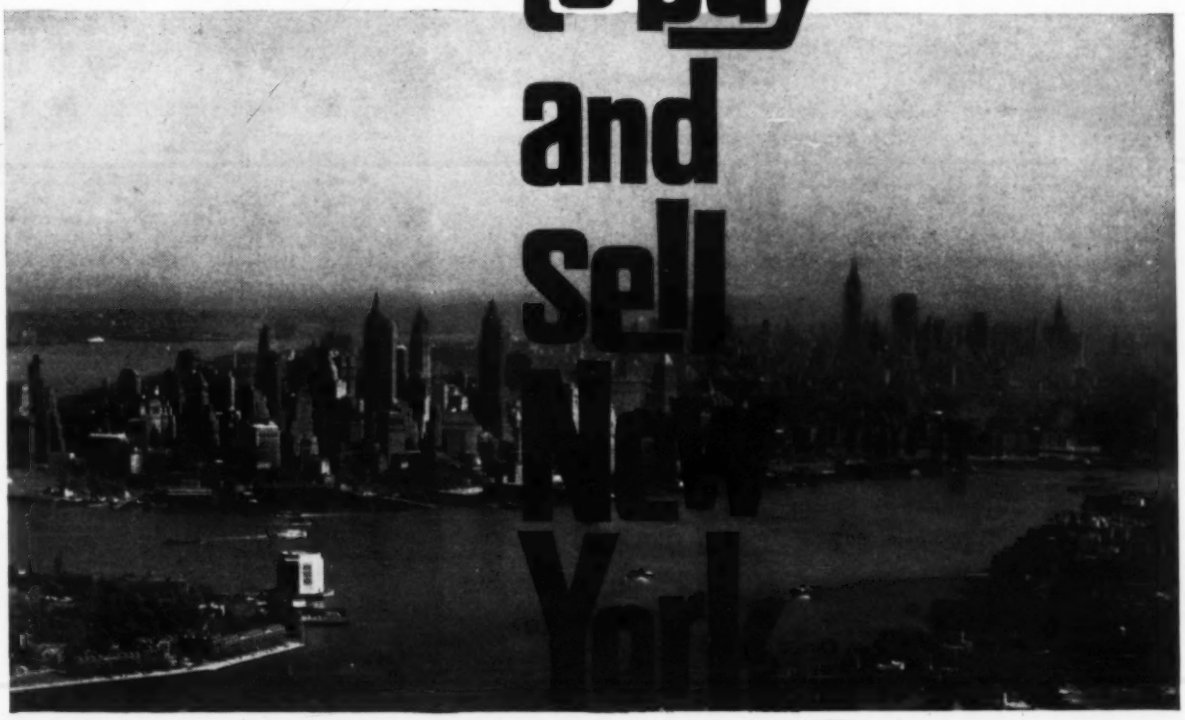

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14 yrs. of creative & admin. advertising, sales prom. & mkting exper. in food, cake, candy, biscuits, beverages, etc. Art Grad, plus. Young-married-will relocate. 9-10M

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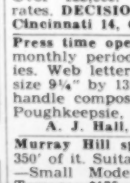

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8 DROP-SHIP NURSERY ITEMS

We have eight top selling drop ship nursery items for this fall and winter for mail order and premium use
MIRACLE BOWL CORP.
Box 258, Englewood, Colorado

ADVERTISING AND PROMOTION MGR.

Challenging and rare opportunity with nationally-known mfr. for exceptionally skilled copywriter, capable heading adv-prom dept. High five-figure starting sal. Must have far-above-average exp in both adv and marketing. Please write fully; our staff knows of this adv.

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WE EARN COMMISSIONS ONLY ON SPACE THAT IS SOLD AND COLLECTED! WE INVEST—YOU PROFIT!

Association of Publishers Representatives
310 East 49th St.
New York 17, N.Y.
90 MEMBERS
APR

DON HARRIS NEEDS:

TV-PRINT WRITER. Food, other package goods. Major-agency exp. $18-19M
ART DIRECTOR. No age limit if creative enough. Highly respected, long-established 4-A agency in delightful smaller city near Chicago. Unusual fringe benefits plus $12M
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Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

Advertising production specialist. 15 years experience. Top-notch. Age: 39. 11 years experience with leading national manufacturer. Seeks similar job or in the direction of marketing. Location in vicinity of New York.

Box 834, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

CAN HELP SOLVE YOUR TOUGH MARKETING PROBLEMS

From advertising agency, to marketing for manufacturer, to sales management. Special training in marketing. Familiar with and able to coordinate all phases of moving product from manufacturer to consumer . . . consumer and trade advertising, catalogs, direct mail, sales promotion, planning and running meetings and campaigns, writing and placing publicity, packaging, market research, market analysis, national, house, and private brands, sales analysis, sales projections, quotas, contribution and straight pricing, making a profit. Can build an organization. Can manage and coordinate work of others. Know where to look for and how to find information on marketing problems. Heaviest experience in textile consumer products sold through department stores, discount houses and grocery stores. Minimum income in low to middle five figures. Exact amount depends on situation. Almost 50 years old and worth every year of it. Presently employed. Replies confidential.

Box 829, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TO AN EDITOR

Who Aspires Someday To Be The Herb Mayes Of His Particular Field

This is an opportunity of a special kind. We are one of the country's major publishers of merchandising magazines. We are launching a new paper, news format.

The special kind of an editor we want will be equipped to help BUILD this paper. He might have some part of his background in retailing or in writing about business in addition to the basic editorial skills.

Tell us about yourself in a letter that will be held in strictest confidence. Our staff knows of this opening.

Box 828, Advertising Age, 630 Third Ave., New York 17, N. Y.

GET YOUR SHOWS ON THE ROAD!

2 GM DISPLAY BUSES FOR SALE

Once-in-a-lifetime buy. Like-new, both just fully reconditioned by General Motors, including new motors, new transmissions, new tires, air-conditioning, excellent bodies with new blue and white finish. READY FOR DISPLAYS . . . AND THE ROAD.

Buses 33' overall length, 11.5' high; display area 18' x 10' (with side-wing) x 7' high. Self contained generators for exhibit power and lighting. Change in sales program forces sale. Available immediately at our basic cost . . . an unusually low price.

For Details Contact
W. D. Wilson
Director of Advertising
NORTH ELECTRIC COMPANY
GALION, OHIO
Phone: HOward 8-3520

WANTED FARM COPYWRITER

Versatile fully capable of writing lively persuasive copy for print, radio and TV.

Knowledgeable, abreast of the trends in modern farming and able to cue in on the findings of our research staff.

Willing to dig—search out the appealing facts and features on a widely diversified list of farm products. They range from serums and antibiotics through feeds, fertilizers, fence, grain handling and storage facilities, crop dryers, field sprayers, tractor heaters, gasoline, oil, post hole diggers to nails.

If you can measure up so will the salary. Profit sharing, bonus, insurance incentives, working and living environment all combine to make this the opportunity of a lifetime. Send detailed outline of your record, samples of print, radio and TV writing and a photo to:

Personnel Director, Potts-Woodbury, Inc.,
2233 Grand, Kansas City 8, Missouri.

This Week in Washington . . .

Berlin Crisis May Force Congress to Pass Much-Postponed Postal Rate Bill

By Stanley E. Cohen
Washington Editor

WASHINGTON, July 27—For nearly three months, the House post office committee has toyed with the administration's request for a sharp increase in postage rates. Just when the matter seemed to be safely tucked away for another year, President Kennedy has intervened.

The Post Office is probably the single most important service which our government offers to its citizens, but it now runs at an out-of-pocket loss to the taxpayers of nearly $1 billion a year. Much of our economy, particularly our publishing industry, is based on low postage rates, so there is immense resistance to the recurring demand for rate increases to reduce the size of the department's deficits.

■ During World War II, the Post Office was actually on a break-even basis. In the postwar period, immense increases in work volume strained the department's capacity and resulted in noticeable deterioration in service. But costs went up even faster than volume.

These continuing and increasing postal deficits have been a matter of annoyance, but no great moment, to Presidents Harry Truman and Dwight Eisenhower. Year after year there were demands for rate increases to put the Post Office on a break-even basis. But the White House usually has too many other matters on its mind to do very much about following through on its postal rate increase proposals.

■ Until this week, it looked as if the Kennedy administration was following in the established pattern. Postmaster General J. Edward Day presented Congress with the most drastic postage rate adjustment plan in history. Although he eventually scaled down his demands, the skilled parliamentary experts among the members of the House post office committee have had little difficulty forcing postponement after postponement, until it seemed almost certain that the legislative clock would run out before a committee could possibly get a bill to the House floor.

In June, the committee voted 10-9 to abandon the rate bill. Later it voted to reconsider this action. Then it got into a complicated parliamentary tangle at a secret meeting last week and ended up by shelving further action on rates until Aug. 17.

■ With Congress entering its annual adjournment rush, the postponement until Aug. 17 looked like the end. Harry Maginnis, the skilled and knowledgeable representative of Associated Third Class Mail Users, appraised the outlook and left for a few weeks of vacation in the mountains. His colobbyists on the postal front were equally optimistic.

About the time the committee was voting, however, President Kennedy was beginning to display interest. Senate post office committee, which wants nothing to do with a rate bill this year, has just voted another $70,000,000 "longevity" pay hike for the department's employes. At a press conference last week, the President said it was irresponsible for Congress to continue adding to the department's costs without doing anything about its revenue needs.

■ In his televised report on Berlin Tuesday night, the President got back to the postal deficit once again. With the government heading for a $5 billion deficit in the current fiscal year, he said this Post Office shortage is a "luxury" which we cannot afford.

If the President is serious about rate increases—and there are White House sources which insist he is—we may not have to wait until Aug. 17 to find out. Next Thursday, the House post office committee holds its regularly scheduled meeting. Since most of the votes that held up the rate bill came from Democrats, the President need only switch two or three members of his own party in order to get the rate bill back on the track.

■ While it seems entirely attainable for the President to get a rate bill through the House if he really wants it, he will have to do some miracles in the Senate. Sen. Olin Johnston (D., S. C.), chairman of the Senate post office committee, has been refusing to hold hearings this year. No bill can pass unless the President can persuade his friend from South Carolina to cooperate.

Even in its revised form, the rate bill (H. R. 7929) still arouses indignation among the professionals who speak for the organized mail users—particularly among those who are expected to look after the interests of the publishing industry.

In the original bill, the administration planned to put a 1½¢ surtax on each newspaper and magazine mailed by a commercial publisher at pound rates. This 75¢ per subscriber cost for weeklies involved a huge cost increase which the hard-pressed magazine publishing industry was duty-bound to resist.

■ Under the revised bill, the surtax has been reduced to 1¢, effective in two annual increments of 0.5¢ each, with the first 0.5¢ increase effective Jan. 1, 1962. Although this is an improvement, the spokesmen for the publishing groups are opposing the surtax in any form and hinting that their opposition will subside if the administration will settle for a percentage increase in the existing pound rates.

But the real bitterness among the publishing users stems from the concessions which the administration's compromise makes to certain preferred classes of users.

Once again the department has bowed to the devastating political power of the small newspapers and has abandoned its effort to eliminate the "free in county" rate, an anachronism which dates back to 1879. Similarly, after a brave start, it has agreed to let so-called "non-profit" organizations continue mailing their publications (including magazines which sell advertising in competition with commercial publications) at the same nominal rates which were in effect before World War II.

■ In a further concession to the so-called "non-profit" organizations, the administration decided to let them continue their bulk third class mailings at $12.50 per thousand (it was asking $17.50). Meanwhile, the rate for other third class users, now $25 per thousand would go to $30 per thousand. Moreover, the business publications have a dispute of their own. Publishers who mail at second class rates face a 1¢ per copy surtax on each copy they mail. As they read the compromise bill, rivals who mail at controlled circulation rates will get off much easier.

Mail users get so involved in fussing over the details of the administration's compromise bill in its present form, they sometimes overlook the major concessions which they have won in the "policy" section of the bill.

For many years, users have complained that the department's deficits are distorted because they include the cost of rendering many of the costly services (such as free in county service to small newspapers) which Congress benevolently bestows on those it chooses to favor. In the 1958 rate bill, Congress spelled out a formula which was supposed to identify these costs, so that they would not be considered in fixing the rates which users are expected to pay.

Since 1958, however, there has been a dispute over the interpretation of this formula. The department and the appropriations committees have used a pinch-penny interpretation which fixes these so-called public service costs at somewhere between $45,000,000 and $65,000,000. The users, and the post office committees (which wrote the formula) favor a different accounting theory which pegs the deduction for "public service" at somewhere near $300,000,000.

■ After originally advocating the "pinch-penny" approach, the Kennedy administration did a turn about. Its compromise postal rate bill rewrites the Policy Act of 1958 so that it goes almost all the way with the users.

As a result of this major victory, nearly a quarter of the $1 billion Post Office "deficit" is written off as public service. Another $125,000,000 has been eliminated through increases in parcel post rates, international rates, and fees for special services, which are handled administratively by the Postmaster General.

The scaled down bill—still involving a 1¢ increase in letters, postcards and airmail for the major portion of the new revenue—would dispose of most of the remaining shortage. On paper, at least, this arrangement would end the discussion of Post Office deficits—until Congress gets around to vote another hike in postal pay. #

BRIDGE—*British Overseas Airways Corp. will launch a campaign on Aug. 1—most of it in newspapers—to promote its trans-Pacific jet service. Magazines, radio and outdoor also will be used. The bridge-and-girl artwork will appear in print and outdoor advertising.*

MEDIA SALES

Manager for important sales territory based in Chicago. Successful sales record and experience in petroleum, chemical or allied industries highly desirable. Mechanical aptitude and knowledge of process and construction equipment desired. Character and sales references required.

The Oil and Gas Journal
Box 1260
Tulsa, Oklahoma
Phone: Tulsa LUther 4-4411

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

LAYOUT ARTIST

Good design with some medical, pharmaceutical background. Attractive salary and fringe benefits including pension plan. Send complete resume. Hutchins Advertising Co., Inc., c/o Art Director, 42 East Avenue, Rochester 4, New York.

LIFETIME CHANCE
CREATIVE ART DIRECTOR

Stymied? Small, fast-moving Virginia Agency offers you that one more big-time chance for recognition and financial security. Vice presidency available to man with top design talent, layout ability plus mechanical experience. You must be energetic . . . interested . . . able to visualize and produce for all media. We, in turn, will take you with us . . . all the way up!
Box 831, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

ADVERTISING AGENCY PRODUCTION MANAGER

To the "do it yourself" Production Manager who really knows his business this multi-million dollar billing, heavy on collateral, industrial Advertising Agency offers immediate returns in earnings, pleasant surroundings, wonderful people PLUS unlimited growth future. Do not reply unless you are a top notch all around "pro" who knows all the answers with a minimum of 5 years agency experience. Write in full confidence. Our people know of this ad.
Box 833, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT EXECUTIVE WITH MIDWEST ADVERTISING AGENCY

Account Supervisor of a fast-growing Agency ($12,000,000 now) needs an A/E assistant. Must be a topnotch advertising and merchandising man. Insurance experience helpful but not essential.

If you would like to live and work in a pleasant community outside a large metropolitan city—to join a young, vigorous, employee-owned agency, write giving full details, including background and salary requirements. Letter and following interviews will be in strict confidence.
Box 832, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

He WANTED a TOP NOTCH AD MAN

. . . and got replies from 43 applicants!

Total cost? Only $13.75 for the single classified ad in Ad Age.

It's almost too good to be true — the ease with which you can hire good men through the Advertising Market Place in Ad Age.

And, of course, it works both ways. No matter which side of the fence you're on—buying or selling—use the Advertising Market Place for quick, low cost results! For each week's issue of Ad Age is read by over 177,000 key advertising, selling and marketing executives. And The Advertising Market Place is one of the best-read pages in best-read Advertising Age!

Use this handy coupon to mail your classified ad today.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z_____ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

5 VS 5

THE BIG 5th

EL PASO, TEX.

the Southwest's BEST SELLER!

750,950 consumers in southern New Mexico, West Texas, and Juarez, Old Mexico, want to buy what you want to sell. They look and listen to El Paso, big 5th city of Texas, for buying news. The Big 5th is biggest in Southwestern sales, and El Paso Broadcasters provide 100-proof coverage of this thriving market which scores well within the nation's **TOP FIFTY.** Pour your sales a pick-me-up with the Big 5th . . . El Paso, Texas.

EL PASO BROADCASTERS:

KIZZ / KROD-TV
KROD / KSET
KTSM-TV / KTSM
XEJ-TV / XEJ
XELO / KELP-TV
KELP / KHEY

Lemper Wagner Bagge Huston Wrath Wyatt Meyers Serwe Middleton Harm Gates

BROADCAST CLUB OFFICERS—*Arthur W. Bagge, Peters-Griffin-Woodward, retiring president of the Broadcast Advertising Club of Chicago, congratulates William R. Wyatt, A. C. Nielsen Co., new club president. Looking on are the club's new officers and board members: Genevieve Lemper, Foote, Cone & Belding, secretary; Cy Wagner, NBC central division; Roger Huston, CBS Radio, treasurer; John Wrath, Bolling Co.; Howard B. Meyers, Venard, Rintoul & McConnell, exec vp; Catherine Serwe, financial and recording secretary; Warren Middleton, Broadcasting; Fred Harm, Radio Station WJJD; and Charles Gates, WGN Inc. Members not shown: Bob Irons, American Oil, and Arnold Johnson, Needham, Louis & Brorby. Messrs. Wrath, Middleton, Wagner, Johnson and Harm are new board members.*

'Traffic World' Hikes Rates, Boosts Subs to $36 a Year

Traffic World, Washington, will increase its annual subscription rate from $32 to $36, effective Sept. 1, and will increase its display advertising rates approximately 10%, effective Oct. 1. New rate for a one-time b&w page will be $650, compared with the present rate of $590. The publication also will offer combination rates in connection with space used in its new sister publication, *Transportation & Distribution Management*.

Mandabach & Simms Adds 2

Mandabach & Simms, Chicago, has been named to handle advertising for Reynolds Electric Co., River Grove, Ill., and Rubens & Marble, Chicago, manufacturer of infant garments. Aves, Shaw & Ring (now Aves Advertising), Chicago, formerly handled advertising for Reynolds.

Aeroquip Boosts Roberts

Joseph R. Roberts has been named to the new position of advertising director of Aeroquip Corp., Jackson, Mich., industrial manufacturer. Mr. Roberts previously held the post of advertising manager.

Shell Weighs Media Test

Shell Oil's marketing department is considering a test of various combinations of radio, tv and newspapers in about 30 markets, possibly starting in September. Ogilvy, Benson & Mather is the agency.

Lembitz Joins Carling

Allan J. Lembitz has been named mid-Atlantic divisional advertising manager of Carling Brewing Co., Baltimore. He formerly was automotive products advertising manager of Olin Mathieson Chemical Corp.

Schreibweiss to Solo Cup

Walter Schreibweiss, formerly director of marketing of Graber Co., Middleton, Wis., has been named merchandising manager of Solo Cup Co., Chicago, manufacturer of paper cups.

Utah District Court to Investigate Price Sign Law

The third district court in Salt Lake City has issued a restraining order to keep Salt Lake County from enforcing a new state law restricting the size of gasoline price signs. The law, which went into effect July 1, provides that price numbers should be posted only on gasoline pumps and should not be larger than 12" high and 12" wide. The order was signed after Pride Oil Co. filed a complaint against the county asking for an order to show cause on the grounds the statute "is unconstitutional, too inconsistent and conflicting to be enforcable and therefore void." Hearing is set for July 31.

Roth Moves to Gapstur

Roth Corp., Lorain, O., manufacturer of equipment for the metal processing industry, has appointed Gapstur Advertising, Ashland, O., to handle its advertising.

ARE YOU MISSING? THIS HIGHEST-QUALITY MARKET OF ALL ?

OTHERS AREN'T

YACHTING led all consumer monthlies* in total advertising pages for the first 6 months of 1961.

QUALITY CHARACTERISTICS

YACHTING readers are club members (82%), predominantly professional people and executives whose average annual income is $17,774, median income $14,360. 83% are home-owners, over 60% own at least 2 cars, 95% own a yacht, and 85% travel abroad (mostly first class). And they entertain a lot — at home, on board, at the club.

CONCLUSION: If yours is a quality product or service, it belongs in YACHTING.

FOR ADDITIONAL INFORMATION— or to place your space order — write, or call collect, Bob Bavier.

Fortune was second. We recommend it too!

Yachting POWER AND SAIL

YACHTING PUBLISHING CORP. 205 E. 42 ST., N. Y. 17, N. Y. MURRAY HILL 9-0715

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

Advertising Checking Bureau 72
African Research & Development Co. 82
Air Travelers Credit Card 20
American Broadcasting Co. 42-43
Aviation Week 28-29

R. H. Bacon 24
Baltimore News Post 8
Boston Globe 55
Bridal-Pax 4
Burgoyne Index 72
Burrelle's Press Clipping Bureau 30

Carey Press Corp. 37
Chemical Engineering 46-47
Chicago Tribune 18-19
Collins, Miller & Hutchings 82
Columbus Dispatch 59
Copley Newspapers of Los Angeles 31
Creative Advertising Co. 29

Denver Post 40-41
Detroit Free Press 71
Duhamel Stations 28

Electrical Merchandising Week 6
Elks 22
El Paso Broadcasters 80
El Paso Times and Herald Post 49

Farley Company 48

Georgia Group 77
Good Housekeeping 65

Haberule 39
House & Home 50-51
Houston Post 27

Inpak Systems 61
Iron Age 23

KDKA-TV 38-39
Kleen Stik Products 41

Ladies' Home Journal 52
Clint Leap 45
Lettershop 55
Life 83
Look 5

Magazine Advertising Bureau of Canada 11
Marley Premium Service 72
McCall's 14-15
McClatchy Newspapers 35
McGraw Hill Publishing Co. 20-21
Minnesota Mining & Manufacturing Co. 44-45

New Yorker 84
New York Herald Tribune 32-33
Fred A. Niles Productions 75

Oakland Tribune 9
Official Films 36-37
Orlando Sentinel-Star 20

Parade 62
Pearson Productions 54
People's Broadcasting Corp. 49

Reader's Digest 24-25

San Francisco Chronicle 71
Saturday Evening Post 7
Screen Process Printers 40
Simpson Reilly 54
South Bend Tribune 48
Spokane Spokesman-Review and Daily Chronicle 58-59
SRDS Data 75

Tacoma News Tribune 4
TV Guide 57

Washington Post 17
WAVE 30
WCCO 60-61
Western Horseman 48
Western Union Telegraph Co. 13
WINS 77
WJAC 25
WKZO 22
WNCT and WITN 30
Worcester Telegram and Gazette 67

Yachting 80

Webber Gets Top Lever Ad Post; Schachte Boosted

(Continued from Page 1)

partment stores, paper, bicycle and motor factories, and more than 200,000 acres of plantations. It is spread over nearly 200 companies in more than 100 countries and has been dubbed "the universal provider."

Last year, however, its profits dropped $17,000,000, despite higher sales, to $145,549,600. One reason given was ever-increasing competition in nearly all Unilever spheres of operation, particularly in Western Europe and in the U.S.

■ With U.S.-based Procter & Gamble and Colgate-Palmolive both showing impressive sales and profit gains overseas, there was speculation that Unilever was considering learning a little more about U.S. in-fighting methods.

An earlier indication of the growing importance of North American thinking in the Unilever combine occurred in 1959 when William H. Burkhart, Lever chairman, was simultaneously elected chairman of Thomas J. Litpon Inc. and Lever Bros. Ltd. (Toronto) and became the first American to serve as liaison between the three companies and Unilever. #

Admen in the News . . . Henry Schachte and Harold Webber

Henry Schachte — Harold Webber

Henry Miner Schachte, who joins Unilever Ltd. in London Aug. 31, has been one of two exec vps of Lever Bros. since February, 1959. He joined the company in 1955, continuing an ad career which covered both sides of the advertiser-agency fence.

Before Lever, he was senior vp of Bryan Houston Inc. and from 1947 to 1953 was director of advertising for Borden, a company he learned about in a previous job with Young & Rubicam, where he served as a Borden account executive. Mr. Schachte started his business career in 1933 as a writer of catalog sheets for General Electric, and was manager of institutional advertising from 1936 to 1943.

Mr. Schachte was born in Pittsfield, Mass., in 1913, attended Williams College from 1931 to 1933 and married Marie Hill that year. Three of the Schachtes' four children have made them grandparents seven times over.

■ The Lever exec has been chairman of the Assn. of National Advertisers and of the Advertising Research Foundation. He is currently a director of the Advertising Council, chairman of its overseas information exploration committee which hopes to launch an anti-Communist overseas propaganda program shortly, and a volunteer coordinator of the 1961 Crusade for Freedom program.

With Lever he has become press-shy and now studiously sidesteps reporters, apparently believing that much of what they want to know is really none of their business.

His hobbies include golf, swimming, reading current events in relation to world history, and landscaping, according to his friends who do talk to reporters.

Mr. and Mrs. Schachte's youngest child, Susan, who is 20, will be married Aug. 26, five days before the Schachtes sail on the S.S. United States for London.

Harold Henry Webber has an advertising career going back more than 20 years, but his new job as consumer relations vp for Lever Bros., which makes him top man in advertising, promotion and marketing research, marks the first time he will work for an advertiser. He has been with Cowles Magazines & Broadcasting Inc. since 1957, where he is now vp and director. Among his major assignments for Cowles was the evaluation of potential corporate acquisitions.

The previous 16 years were spent with Foote, Cone & Belding and its famed predecessor, Lord & Thomas, which Mr. Webber joined as an account research supervisor. Subsequently, he was made vp and director of research in the Chicago office and was exec vp, director and general manager of the Chicago office when he resigned to join Cowles.

■ A windy city native, Mr. Webber graduated from the University of Chicago in 1938 and worked for A. C. Nielsen Co. before joining Lord & Thomas in 1941. He is now chairman of the advisory committee of the University's School of Business Alumni Assn. and a member of the Alumni Council.

He met his wife, Shirley, at the University of Chicago. She was there studying to be a social worker. Mr. and Mrs. Webber have three children: Wendy Elizabeth, 19, a Wheaton College sophomore; Alison Lee, 16, and Harold Jr., 11, who attend school in Greenwich where the Webbers now live.

Golf, tennis and model railroading are among Mr. Webber's recreations. Once a year the Webbers like to pack the whole family in their car and tour another part of the U.S. #

MacNeal Says McCall Statement Is 'Misleading'

(Continued from Page 3)

June issue remained on sale an extra week to give wholesalers the opportunity to promote this issue at their own expense is "hilarious," said the Curtis president. Actually, he said, a telegram to wholesalers said: "We will pay you 5¢ extra commission per copy. This extra commission will be paid on your entire June *McCall's* sale, not just on extra copies sold. Aim for 85% top bonus category to more than double normal June *McCall's* commission."

"Another hashish handout," said Mr. MacNeal, is *McCall's* statement that though producing every copy its presses could turn out a couple of years ago, virtually every issue was a sellout. "I dare them to document even one single issue of *McCall's* that was actually sold out."

■ When asked whether *McCall's* extra 1,000,000 copies is a "guarantee," he said, "they are said to have disowned the term and admitted the bonus was merely projected on gains in circulation.

"*McCall's* doggedly continues to claim it has a lower percentage of cut-price subscription sales than any other major magazine, although it does tardily except *Redbook* and *Better Homes & Gardens*. It continues to remain aloofly silent about its worthy competitor *Good Housekeeping*, which had only 31% in 1960 versus *McCall's* 41%.

"Incidentally," he added, "of their subscriptions sold during the first three months of 1961, *McCall's* sold 61% at reduced prices. Sic transit gloria!"

McCALL CORP. PROFIT UP 5.2% IN 1ST HALF OF 1961

NEW YORK, July 26—Net profit of McCall Corp. for the first half of 1961 increased 5.2% to $1,029,855, from $978,920 reported in 1960.

Net revenues, meanwhile, went from $44,930,351 to a record $49,100,831, a 9.3% rise. McCall said that "results for both periods reflect the pooling of interest with Saturday Review Inc., and a three-for-two split of common stock on June 1, 1961."

The company bought *Saturday Review* in February. Major provisions of the contract listed by Norman Cousins, editor of *Saturday Review*, included an exchange by *SR* of all of its stock for approximately 10% of McCall stock. The *SR* group was to maintain a "participative" stock interest in the McCall Corp.

Publishers Information Bureau figures show that *Saturday Review* for the first six months of 1961 was up 2% in revenue, from $972,336 to $994,545. The magazine's ad pages, in the same period, dropped 7%, from 578 to 538. #

Ratke, Caine Convicted of Fraud in Detroit 'Turbo-jet Converter' Case

(Continued from Page 3)

the Turbo-jet Converter, which newspaper ads said would save motorists up to $16 and 50 gals. of gasoline a month. Among other claims, the ads said the "amazing new discovery" had been tested by U.S. government scientists and authorized Ford Motor Co. representatives.

■ Mr. De Mascio said the group sold more than 85,000 gadgets and grossed $338,000. The Turbo-jet Converter was offered for sale at $3.98, or two for $6.98.

The first newspaper ad for the gasoline-saver ran Oct. 19, 1958, in Detroit, and other ads ran in other parts of the country until March, 1959. Mr. De Mascio said he collected 55 tear sheets, but he estimated the ad appeared in more than 100 papers across the country.

The ads were written and laid out, he said, by Mr. Caine, and then placed with the newspapers by a New York agency operated by Lee Stockman. The Stockman agency billed for the ads, but all invoices were handled by Rogers Hamilton Advertising & Merchandising Co. in New Rochelle, N. Y. Invoices then were paid directly by Mr. Ratke, Mr. De Mascio said.

■ The Stockman agency reportedly went out of business in 1958 following a heart attack suffered by Mr. Stockman. According to Mr. De Mascio, the Rogers Hamilton company later operated in Ontario.

The newspaper ads carried a "free trial coupon," bearing the address of "Douglas Mfg. Co., 2591 W. Grand Blvd., Detroit, Mich." The address turned out to be the New Center Secretarial Service.

According to the indictment (AA, Nov. 23, '59), the New Center Secretarial Service forwarded mail to P.O. Box 153, New Rochelle; 130 W. 57th St., New York; and 345 Madison Ave., New York. The New Rochelle box number was the same one given for Rogers Hamilton. Mr. Caine's address also was given as New Rochelle.

The Douglas Mfg. Co. was represented as the manufacturer of the Turbo-jet Converter. Actually, according to Mr. De Mascio, the four men purchased the gadget from a Dr. Engle in Philadelphia for 80¢ apiece.

■ The Turbo-jet Converter was a metal device attached to the distributor on an automobile engine and wired to the spark plugs.

One section of the ad copy said that U. S. government scientists "reveal how this amazing new invention actually transforms oxygen in ordinary air into high-powered fuel for your car. The result: now, instead of running your car on gas alone, your car's engine converts air into energy 2,000 times a minute and saves you up to 1,000 gallons of gasoline each and every year." The ad also offered "proof" from the government.

The Turbo-jet Converter, the ad said, was the "exact same type dream-discovery that at this very moment is turning ordinary air into high-powered fuel on U. S. Air Force planes—turning ordinary air into a constant source of energy on U. S. Army cars . . . turning ordinary air into an endless storehouse of power on whole fleets of test cars from Ford, Chrysler, General Motors . . ."

■ The ad copy also advised purchasers that "the demand of the trucking companies, airlines and taxicab fleets and other large users of the Turbo-jet Converter are so great" that only a limited supply could be released to the general public.

Mr. De Mascio said Mr. Ratke and his associates carried out a similar scheme in Canada, using the same ad layout and copy but substituting the name Strato-spark Converter for Turbo-jet Converter, and calling the company the Carter-Phillips Co. instead of Douglas Mfg. Co.

■ Although Mr. Ratke and his various enterprises have been investigated several times by the National Better Business Bureau and various federal agencies, this is believed to be the first time he has been convicted of fraud.

He first attracted official attention in 1957 when I. G. Chemical Co., one of his properties, ran ads for Green Plasma, which claimed to keep lawns green. The U. S. Department of Agriculture said pictures of the U.S. Capitol and White House grounds implied government use. The department said Green Plasma was largely a green dye, and the Federal Trade Commission later entered the case.

The FTC has been active in investigating Ratke promotions, and four cases have been ended with consent settlements, which do not constitute an admission of guilt.

■ One FTC case concerned Comstock Chemical Co. and Roll-A-Shine polishing mitt, which, according to FTC, implied in ads that it would "end car waxing, washing and polishing forever." Another complaint concerned Staz-Set Inc. and 7-Day Reducer, allegedly advertised as a reducer which works without diet and without exercize and is endorsed or approved by "U.S. Public Health authorities."

A battery additive promoted—under a variety of names, including Voltex—as "tested, recognized and accepted by the U.S. Government Bureau of Standards" and used regularly by the U.S. Navy, the Queen Mary, the Queen Elizabeth, and National Airlines, also come in for FTC complaints.

In April, 1959, the FTC cited Biotex Ltd. and Livigen Laboratory Sales Corp., said to be Ratke properties, for ads implying that Livigen skin food will "rejuvenate the user's skin."

■ The National Better Business Bureau, commenting on the Detroit conviction, said "the Ratke-Caine raids on public confidence in advertising raise the question as to whether such occurances are preventable."

Many media proved they are preventable, BBB said, "by (1) questioning the acceptability of such advertising and demanding proof of the extravagant claims it contained, and (2) rejecting it when competent proof was not forthcoming.

"The NBBB reiterates its belief that if the self-regulation of advertising is to work effectively, advertisers must accept responsibility for having competent proof of claims prior to dissemination, and media must accept responsibility for requiring such proof of claims prior to dissemination when copy is considered questionable, or is questioned by any responsible source." #

HALF GAS AD—*This 1958 newspaper ad by Douglas Mfg. Co., Detroit, claimed its Turbo-jet Converter would increase gas mileage. David L. Ratke and Monroe Caine have been convicted of fraud in connection with this enterprise.*

Yardis Gets Raves Account

Yardis Advertising Co., Philadelphia, has been named to handle advertising for Plastics & Resins, Newark, manufacturer of Raves, plastic shoes for women and children.

Car Makers, Agencies Gearing for '62 Models

(Continued from Page 1)

lines to 202-204" over-all. Chevrolet is bringing out a complete new car line, with a full range of body styles, new engines, new name and a choice of series. In the case of Ford and Mercury, the intermediates will bear the current Fairlane and Meteor names, but the cars will be advertised and marketed as completely separate automobiles.

Consequently, the "size" concept will receive major attention in the fall announcement ads. Parking ease, turning radius, fuel economy, handling ease, light weight, lower price—all of these size-related features are bound to show up consistently, in one form or another, in '62 campaigns.

Another theme that is likely to creep into the new car ad copy is personal transportation. There are indications that some of the auto makers would like to promote their compacts as second or third cars, instead of strictly as economy cars or small cars.

■ One reason for this is the tremendous success of the recent sports compacts, beginning with the Corvair Monza and continuing with the newer sports models, particularly Oldsmobile's F-85 and Buick's Special Skylark. By purchasing these higher-price, more powerful models, customers have demonstrated that price and economy might be only secondary in considering a compact.

Another reason is the growing trend toward multiple-car ownership. According to recent figures from Ford division, the number of spending units owning more than one car has more than tripled in the last decade, jumping from 2,000,000, or 3.8%, in 1950 to 7,000,000, or 12.3%, last year. The auto companies consider compacts as "naturals" for second or third cars in the family unit.

■ There will be new emphasis on the "sporty" aspect of motoring in 1962. Auto makers look to increased sales of their sports compacts, plus added sales from new compact convertibles and new full-size sports cars. All four General Motors compacts will have convertible versions available during the coming model year.

The new sports models in the standard lines, such as Pontiac's Grand Prix, Dodge's Polara, and Oldsmobile's Starfire hardtop, are expected to put the stress on the "personal transportation" angle. Individual bucket seats help to establish the personal identity.

■ Here is a brief rundown on what to expect from the U.S. automobile companies next fall:

Ford Motor Co.: Big news is the introduction of the Ford Fairlane and Mercury Meteor intermediates. These cars will slip in between the Falcon and Comet compacts and the Galaxie and Monterey standard cars, giving the company a full range of coverage. Lincoln-Mercury division, in fact, is expected to capitalize on its wide range, from the imported Anglia through the luxury Lincoln Continental.

The Fairlane and Meteor will have separate press announcements and delayed advertising campaigns. Fairlane is slated for mid-September announcement, and the Meteor will not be unveiled until mid-November.

The two cars, like their bigger sisters, Galaxie and Monterey, share a single body shell. Both have a six-cylinder engine as standard equipment and a new 221 cu. in. V-8 as optional.

■ Fairlane has a 115.5" wheelbase, and Meteor is an inch longer. The other Ford and Mercury models, including Falcon and Comet, remain unchanged in dimension and basic engineering features.

Later in the model year, Ford will introduce its long-awaited Minicar, the Cardinal (AA, March 6). This little four-passenger front-wheel drive, four-cylinder vehicle is slated to go into pilot production in February, 1962, with public introduction scheduled for sometime in July. The Cardinal will be basically a German-built car, although some units will be produced in the U.S.

According to recent figures, Ford is planning on a volume of 200,000 Cardinal "A" and 170,000 Cardinal "B" units. The "A" car will be the version assembled in this country; the Cardinal "B" will be built in Cologne.

■ **Chrysler Corp.:** Chrysler's styling is said to be greatly improved for '62, with special emphasis on the Plymouth and the Dodge Polara bucket two-door hardtop. The Polara, currently a 119" wheelbase Dodge, is built on Dart's new 116" wheelbase.

In fact, all the '62 Plymouth and Dodge models (other than the compacts) will share a common wheelbase of 116". Over-all length of the Plymouth will be 200", with the Dart slightly longer. The six-cylinder models will weigh in around 3,100 lbs., while the V-8 versions will weigh about 3,270 lbs. Engines will be the same as current units.

Fins are completely gone from the Chrysler and Imperial. The Chrysler Windsor is eliminated, and the 300 series slips into its place in the middle of the line, between the low-priced Newport and the top-priced New Yorker. Newport remains unchanged, and the New Yorker, minus a convertible, remains on the 126" wheelbase.

But Chrysler hopes to get some volume out of the 300 series, hardtop and convertible and a four-door hardtop.

■ **General Motors:** Highlight of '62 offerings is the new intermediate Chevrolet, a 110" wheelbase unit known as the Chevy II, which will fit between the compact Corvair and the standard Biscayne. The car weighs about 2,700 lbs. in its lightest version. Dealers will have their hands (and their lots) full with a lineup that includes custom and deluxe trim series, available as two- and four-door sedans, a four-door wagon (six- or eight-passenger), a two-door hardtop and, later, a convertible.

The new Chevy will get its power from a new four-cylinder in-line engine with 153 cu. in. displacement, or a new 195-in. six. A new V-8 engine, originally planned for this car, will not be offered.

Chevrolet is discontinuing the Turboglide transmission, and will offer only one automatic. The convertible will be available some time after February. A Corvair convertible will follow in May.

■ The Buick, Oldsmobile and Pontiac compacts, however, will have their convertibles ready for fall introduction. Addition of convertibles is an extension of the trend toward higher priced compacts.

All three divisions also have changes in the upper ends of their lines. Oldsmobile is adding a two-door hardtop to its sporty Starfire convertible. Buick is labeling all of its "C" body cars (long wheelbase) Electra 225, eliminating the Electra sedans as such and filling out the 225 series. And Pontiac is dropping the Ventura name in favor of the Grand Prix two-door hardtop sports car.

All of the Buick-Oldsmobile-Pontiac body hardtops, plus the Chevrolet Impala hardtop, have a new flat roofline with a flat, recessed rear window.

Buick, incidentally, is bringing out a new V-6 engine, with cast iron block, for its special. The V-6 will be offered as standard equipment on the lower-price series, and the aluminum V-8, currently used on the luxury Skylark, will be continued at the top of the line.

■ **American Motors:** AMC is planing no changes for its 100" wheelbase American, although the Rambler Classic has new rear quarter-panels, tail lights and rear deck lid. An aluminum head may be introduced to go with the aluminum engine block introduced this year.

■ **Studebaker-Packard:** Like AMC, Studebaker is not planning major changes, although the Lark Cruiser line, introduced as a '61 model, is being broadened. Styling changes for the Lark give the compact a tinge of the Mercedes-Benz, which Studebaker imports. #

If you don't re-register
YOU CAN'T VOTE

All Cook County voters must re-register · All polling places open September 15

NEW REGISTRATION—*The Better Government Assn. will use posters like this in Chicago and Cook County to remind voters that everyone must re-register this year. All old records of registrations are being destroyed. Foote, Cone & Belding is the volunteer task force agency.*

Calvin T. Lucy Retires as Larus VP; Preston Named

Calvin Tompkins (C. T.) Lucy Sr. has retired as vp in charge of radio an tv of Larus & Bro. Co., Richmond, Va.; tobacco manufacturer. Mr. Lucy was also president of WRVA-TV and WRVA, Richmond, both owned and operated by Larus & Bro. Mr. Lucy will be succeeded by William R. Preston, newly elected vp of the company.

C. T. Lucy William Preston

In 1925 Mr. Lucy joined the National Assn. of Broadcasters, where he was a member of the original radio code committee. He was elected president of Virginia Assn. of Broadcasters in 1937, and now is director and chairman of its legislative committee.

Herbert Baker Adds Two Accounts, Plans Print Drive

Strombecker and Tootsietoy, divisions of Dowst Mfg. Co., Chicago, have named Herbert Baker Advertising, Chicago, to handle their accounts. Strombecker manufactures scale model, remote-controlled racing cars, and Tootsietoy manufactures die-cast replicas of cars, trucks, ships, etc., and HO model vehicles.

A fall promotion for Strombecker includes a spread in *Sports Illustrated*. Ads in other consumer magazines also are planned. Motorized point of sale displays will be used. Tootsietoy's new promotion will feature the theme, "Take a tot a Tootsietoy today," and will include ads in *Life* and *Parents' Magazine*.

Olian & Bronner Names Two

Perry Thomas, formerly account executive of R. L. Polk & Co., Detroit, has joined Olian & Bronner, Chicago, as account executive on the Beltone hearing aids account and as administrative assistant to the president. Kevin A. Leonard, formerly assistant editor of *The Voice of Saint Jude*, Philadelphia, national Catholic publication, has been named a copywriter.

We do not know how many questions a wise old owl can answer *but we do know that*

Collins, Miller & Hutchings, Inc.

is America's finest photoengraving plant

for letterpress and gravure

333 WEST LAKE STREET, CHICAGO 6

NIGERIA IS "AMERICAN BIG!"

By any American standards Nigeria is immense and represents a tremendous commercial and industrial opportunity for American business!

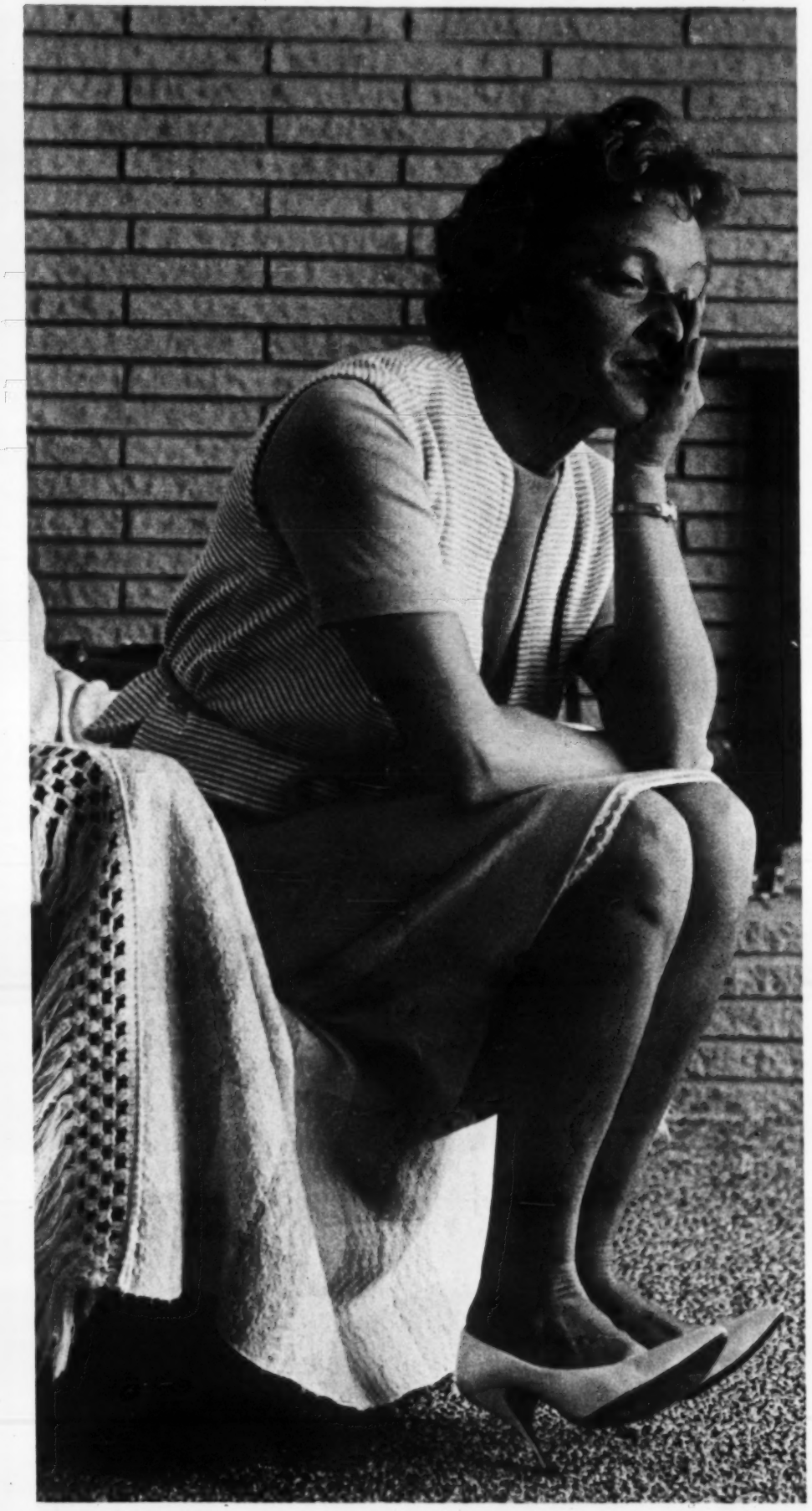
HOW BIG?—In area equal to all of England, all of France, and half of Italy combined!

—Population: 40,000,000

—1960 imports of $602,000,000 of which $7,500,000 went for automobiles alone!

This October the Nigerian Government is issuing a special supplement in the New York Herald Tribune presenting the achievements and opportunities of Nigeria after its first year of independence. The supplement will have the Tribune's full national circulation of over 500,000 copies, plus a bonus distribution of 50,000 copies by the Nigerian Government and special mailings by the African Research & Development Company. Advertising agencies alert to a new and energetic market for their clients can get full information by writing to:

Mr. George Leon, Director of Sales
African Research & Development Co., Inc.
75 East 55th Street, New York 22, N.Y.



Wait through the night and morning with Betty Grissom, as her astronaut husband prepares for flight.

Ride with her husband as he leaves the launching pad, rockets into space, and returns to land, after a dramatic rescue.

Learn how it feels to be so intimately involved with history—learn it from the Grissoms' first person reports—exclusively in LIFE.

Read and see all this—and suddenly the story of a countdown, the story of man in space becomes a great human document. That's how it happens when you are taken behind, around, inside to see and know.

In the issue out last Wednesday, LIFE again met your need to see and know with new urgency. As bullets ricocheted in Bizerte, as refugees poured across the border into West Berlin, as the space shot fired, LIFE was there. This week, every week, wherever there is news there is LIFE.

This is why today, more than ever before, people value LIFE. Why today, more than ever, advertisers value LIFE.

LIFE

EYE ON ADVERTISING:

By Jessica Bradt

eyeing the new yorker

"GREATEST FASHION ADVERTISING DRAW . . ."

"FASHION advertisers wait in line to get in . . ."

"It's a privilege to get your ad in that magazine . . ."

"Greatest consumer fashion advertising draw over the years . . ."

DIRECT QUOTES, all of them. Straight from the lips of advertiser, agency, retail, even competitive publishing people. Not one with an axe to grind; many, the teeth-grinding opposite. The quotes recur in refrain in current talks with hundreds of people this column is interviewing in taking the pulse of national fashion advertising.

THEY ALL REFER to one magazine: Amazingly, a NON-fashion book, the weekly New Yorker, whose vital statistics include age, 36 years; circulation, 429,000, 80 per cent of it outside New York (California running a close circulation second to New York) in "the best residential areas" of 4,000 cities throughout the world, as far off as New Delhi.

Manufacturing and retail fashion advertising constitute about 20 per cent of its total linage annually; 737 pages of retail advertising alone ran in 1960. Leading stores throughout the country give it the green light; I. Magnin has bought space in 400 consecutive issues since its initial ad in January, 1935; George Peck, sales promotion vice-president, Peck & Peck, says it has "fantastic pull"; That starch surveys show that an average of 60 per cent of readers note P&P ads continuously; that the figure has gone as high as 75 per cent; and that 25-35 per cent actually read the ads consistently.

A phenomenon among media, the New Yorker is said to be the only consumer magazine that demands and gets cash on the barrelhead from subscribers—in advance; it never offers cut-rates; and the subscription renewal rate goes up constantly—from 65 to 75 per cent in the decade 1948-1958.

ALL THIS, and the magazine carries no fashion photography or editorial material other than the one occasional, un-illustrated New York store shopping column, "Off and On the Avenue." Tightest retail and consumer orientation is the magazine's strength, it claims; everything advertised is in reader-right stores NOW; thus, it claims to be akin to a national newspaper.

WHAT'S THE BIG PULL for fashion advertisers and consumers? What does this book have that others — seemingly — haven't grasped? And the $64 million question for the fashion industry as a whole: Can the kind of draw it has happen elsewhere—specifically, in a publication dedicated to fashion? If so—assuming this would be one of the greatest things that ever happened to the fashion business—HOW?

IN AN EYE-OPENING "Macy tells Gimbels" kind of interv... New Yorker executives spe... the magazine's key cards:

• **"WE'RE NO FAT CAT...** We turned down $500,000 worth of a... vertising last year (yes, fashion a... included) — but we're not proud of that fact" said Philip Ewald, director of agency relations. "It's a terribly tough thing to do, often also involves loss of future prospective millions; but in the courage to do this lies of strength; every single ad must pass an acceptance committee; product or service, photography, copy approach, distribution (wide enough, in right stores) and other reader-orientation must be 100 per cent in keeping with the editorial policy of the magazine; it must reflect the tenet Harold Ross laid down for it years ago—"The New Yorker must be like a good dinner party, striking no discordant notes."

"We're 'oversold' only on the four popular, set-limit (348 pp.) pre-Christmas issues, the others are all open.

• **OUR ABSOLUTE CORNER STONE** is editorial excellence. The real key: Creation of a strong edi... tional relationship with the read... er; it in turn creates a strong ad... vertising climate ... believe... in ads as well as editorial copy. We believe in, push for quality. Editor... ability in ads ... HYPE ... ART... THERE is this distinction," notes Jane Trahey, ad... consultant, author ... Ads, Ads, Ads," "... encyclopedic knowledge of United States fash... and services, to point readers in... the...

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